

# Marketing Newsletter

## April 2009

### Citrus

The 2009 citrus season is nearly upon us, with harvest due to start in 2 – 3 weeks. Because of the wonderful growing season to date, we have excellent fruit size, and very good quality. Careful thinning of our crop has ensured that we will have an excellent size range, with excellent average sizes. We are expecting good volumes of our early season **Fremont, Nova** and **Sunburst Mandarins**, with first export shipments ready for despatch in Week 4 of April. All fruit will be volume filled into a plastic lined heavy duty two piece cardboard carton.

### Fremont Mandarin



This is a medium sized, flat/oval shaped, rich red/orange coloured variety. It has smooth, easy to peel skin, and some seeds. It has a very rich, sweet flavour. It ships and stores well.

Count Range: 48 – 96 Predominant Counts: 64 - 80



### Sunburst Mandarin

This is a medium/large sized, oval shaped variety, with a deep coral red/orange colour. It is sweet and highly flavoured, with some seeds. It has an extremely smooth, shiny and easy to peel skin.

It stores and ships well.

Count Range: 56 – 113, Predominant Counts: 64 - 80

Iron Bark CITRUS

## Nova Mandarin



This is a medium/large sized, round shaped, deep orange coloured variety. It has medium skin that is easy to peel. It has a juicy, pleasant flavour, and contains some seeds. It ships and stores well.

Count Range: 56 – 113, Predominant Counts: 56 - 70

### Fresh, Clean and Green

In keeping with the growing world demand for freshness, our fruit is processed in our own on site facilities. All fruit is treated to ensure maximum shelf life, and is forced air cooled at our coolroom complex as soon as it is packed. Our fruit is grown, harvested and processed under a strict, audited, quality assurance programme (SQF 2000). Our commitment to sustainable agriculture, with the use of an Integrated Pest Management programme, and continuing research and implementation of cleaner production techniques, ensures that our fruit is among the world's "cleanest and greenest".

**With Ironbark Citrus, you find that good flavour and colour, sound fruit with smooth texture, nutrition, and, most of all, freshness, are our priority and our promise.**

### Orders

Orders are now being taken. We pack to order, as this allows our fruit to be harvested, processed, and despatched when it is at its premium. We have a number of supply programmes in place, and urge you to order early.

**We look forward to your orders, and to a successful season in 2009**

**Allen & Susan Jenkin**

Ironbark CITRUS

BOUTIQUE  
PRODUCERS  
OF PREMIUM  
AUSTRALIAN  
MANDARINS