



MEDIA RELEASE

This year's Aussie orange season looking sweet

Australians will be in for a treat this winter, with quantity and quality of the Aussie grown navel expected to be the highest in several seasons.

CEO of Citrus Australia, Judith Damiani, said more than 240,000 tonnes of Aussie navels would be produced this year, compared to 177,000 tonnes in 2010, with quality expected to be high.

“This year’s Australian orange season is shaping up to be the best we have seen in many years due to favourable growing conditions, so I’d encourage Australian’s to support their local growers by purchasing delicious, locally grown oranges,” Ms Damiani said.

Ms Damiani said Citrus Australia’s newly launched national quality standards program would also help ensure all Aussie orange varieties available were of a consistently high quality.

“The new program will focus on juice and sugar content and the balance between sugar and acid at different times throughout the supply chain, starting in the packing shed,” she said.

“This is great news for consumers and they can rest assured the quality of their favourite Aussie grown citrus fruit is of the high standard they expect.”

Ms Damiani said not only were Aussie grown oranges delicious, but also the ideal fruit to protect the body against infection and disease.

“According to a CSIRO report, one orange contains twice the recommended daily intake of Vitamin C, which has been shown to increase antibody activity and resistance to infection¹,” Ms Damiani said.

“The report also stated that oranges contain more than 170 polyphenols, which have an anti-inflammatory action that can help to slow down the ageing process and help maintain your skin’s healthy glow².”

¹ CSIRO Report 2003. Health benefits of Citrus

² CSIRO Report 2003, Health benefits of Citrus

“I’d encourage Australians to make the most of our abundant supply this season by enjoying a nutrient packed Aussie grown orange,” she said.

DID YOU KNOW?

- Navels are available during the winter months, with the season commencing in May
- There are more than 2000 commercial citrus growers in Australia, 80% of which grow oranges
- Oranges account for more than 76% of the citrus grown in Australia
- In 1788 the First Fleet brought orange, lime and lemon seeds from Brazil to the new colony of New South Wales

NUTRITIONAL INFORMATION

- One Aussie orange contains twice the recommended daily intake of Vitamin C³
- Worried about ageing? Aussie oranges contain 170 polyphenols which have an anti inflammatory action, helping to reduce the ageing process⁴⁵⁶
- Aussie oranges are an ideal fruit in a healthy weight loss diet, having low GI and fibre to keep you satisfied for longer⁷
- Want glowing skin? Aussie oranges contain a rich bundle of nutrients, Vitamin C, carotenoids, polyphenols, potassium and water which help give skin a healthy glow⁸

Media Contact: For further information, recipes or high resolution images please contact Belinda Zordan or Millie Yervantian at Clemenger PR on (07) 3833 3666

About Citrus Australia

Citrus Australia Ltd is the national peak body for citrus growers. Citrus Australia represents the industry in policy and advocacy, biosecurity, market access, promotion, research, and communications. The citrus industry in Australia is worth \$540 million and represents the interests of around 2000 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$190 million.

For further information please visit www.citrusaustralia.com.au

³ CSIRO Report 2003. Health benefits of Citrus

⁴ CSIRO Report 2003. Health benefits of Citrus

⁵ Joseph, J.A, Shukitt- Hale B and Lau, F.C (2007), Fruit Polyphenols and their effects on neuronal signalling and behaviour in senescence. *Annals of the New York Academy of Sciences*, 1100:470-485

⁶ Gonzalez-Gallego J, Garcia- Mediavilla MV, Sanchez-Campos S, tunon MJ. Fruit polyphenols, immunity and inflammation. *Br J Nutr.*2010Oct;104Suppl3:s15-27

⁷ CSIRO Report 2003. Health benefits of Citrus

⁸ CSIRO Report 2003. Health benefits of Citrus