

# Citrus News

October 2024

## A Season of Change and Growth

### Welcome to the Spring edition of Citrus News and my first column as Chairman

First of all I must acknowledge the work and effort of Wayne Hall over the last eight years as he led the industry through the change of the structure of NZCGI to the current Citrus NZ model and its emergence as a true peak industry body. Some pretty big shoes to fill and my goal is to carry on and expand on what he (and the rest of the board) started.

I would also like to thank the board for trusting me with the reigns for this next chapter. Having been in the industry for nearly 25 years I am passionate about it being a successful and prosperous industry right across the value chain, but especially for growers. Growers are and remain the life blood of this industry and its CNZ's role to represent, advocate, educate and underpin all of its grower members to ensure their long-term viability.

There's no doubt its been a very challenging three years. Challenging weather conditions, a pandemic and a cost of living crises have created the perfect storm, literally and figuratively. Sustainability is a real challenge for our industry as it is for nearly all other horticulture activity at the moment and I believe our vision in our 2023-28 strategic plan captures the essence of CNZ's role, 'to sustainably maximise grower productivity and



and profitability.'

As many of you know, we've recently had a change in executive management, and I'm excited to welcome Jo Pentreath to the CNZ team. Jo brings a wealth of experience from her work with Hawke's Bay Fruit Growers Association and her own marketing company, Marketing Infusion.



## Inside this issue

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Following a thorough recruitment process, we appointed Jo just before the AGM and conference. Based in Hawke's Bay, Jo is ideally located near our Gisborne growers. With a passion for grower engagement, communications, and strategic leadership, we're confident she's the perfect fit to lead CNZ forward. She's eager to connect with our growers and will be visiting the regions in the coming weeks.

I'd also like to acknowledge Chrissy and the team at Market Access Solutionz (MAS), who have provided outstanding service from Wellington over the past 20 years. Their efforts have positioned CNZ as a highly visible product group in the horticulture industry. While Chrissy is moving on, Dr. Sally Anderson and MAS will remain on board as our contracted R&D and biosecurity provider, ensuring continuity and expertise for the industry.

We're also pleased to welcome Joe Lenaghan to the board. Joe, who is T&G's Fresh Citrus Orchard Manager, Northland, brings valuable hands-on experience from his time in Gisborne with a supply merchant company. We're thrilled to have him join Matt, Jason, Tam, Ben, and myself on the board.

Our next board meeting is scheduled for **November 20th** in Gisborne.



My door is always open—please don't hesitate to reach out by phone, email, or visit anytime.

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# Reflecting on a successful AGM and Conference

Just over a month ago, someone remarked that our event was the 'hottest ticket in town'. While that might have been an exaggeration, it certainly felt close to the truth as CNZ hosted a great AGM and conference on September 19th. Celebrating 30 years since the incorporation of Citrus NZ, the event was a success, featuring an engaging presentation program, a well-run (though not heavily attended) AGM, and a lively celebratory dinner hosted by the delightful Kerre Woodham.

The trade displays at the A&P Showgrounds Events Centre added an interactive element, allowing growers to explore a range of services and be informed and sometimes confronted, by a diverse lineup of presentations. A heartfelt thank you goes out to our sponsors; without their support, events like this wouldn't be possible. We truly appreciate their commitment, especially in these times when sponsorship can be hard to come by.

A standout moment was the presentation by Nate and Anna Jameson from Florida, discussing HLB (Citrus Greening). Their insights underscored the importance of our biosecurity levy, as HLB has all, but wiped out the Floridian citrus industry and continues to pose significant challenges. If this disease were to establish itself in New Zealand, the consequences would be dire.



On a more positive note, Matt and Tam Jex-Blake shared an exciting presentation about the Future Orchards Programme, which is just beginning to take shape. This initiative explores various projects aimed at enhancing orchard productivity and profitability, including the introduction of new varieties, growing citrus on trellises, and reducing chemical use. In the coming months, the steering group will prioritise projects, focusing on those that yield the quickest benefits.

The board has already begun discussing how to improve next year's efforts, particularly in boosting AGM attendance. While some may view the AGM as a routine rubber-stamping exercise, it's a vital forum for growers to raise issues and suggestions through remits submitted prior to the conference. It also offers insight into the upcoming year's budget and an opportunity for feedback during General Business.

Thanks to the generosity of one of our sponsors, CNZ commissioned a commemorative video celebrating 30 years of citrus in New Zealand. With this foundational footage, we can create additional videos at minimal cost to share with various industry stakeholders.

Here's to building on our successes and continuing to strengthen the citrus community!



# Citrus Trade / Export

## 2024 Summary Report

The below summary is an excerpt from *New Zealand Horticulture – Barriers to our Export Trade (2024)*, prepared by Market Access Solutionz Ltd for the Horticulture Export Authority (249 pages).

### Citrus Exports

In 2024, New Zealand's citrus exports were valued at \$16.7 million, down 18% from \$20.4 million in 2022. The most valuable citrus exports are lemons and 'other citrus products', which make up 35% and 28% of the total export value, respectively. Citrus juices account for 23%, while mandarins and oranges together represent 14%.

### Lemons

Lemons remain New Zealand's most valuable citrus export, though their value dropped by 27% to \$5.8 million in 2024. The decline has been gradual, falling to \$6.4 million in 2023 and continuing downwards this year. Unfavorable weather and seasonal fluctuations in production have affected export volumes.

Japan remains the top market for New Zealand lemons, but exports there fell by 35%. Exports to the USA dropped slightly by 3.3% to \$2 million, maintaining it as the second-largest market. Since 2022, exports to China halved, and shipments to Russia ceased. Despite the challenges, the average value of lemons rose by 8% in 2024, reaching \$2,574 per tonne.

A niche opportunity exists in Japan, where New Zealand's lemons stand-out for being free of post-harvest chemicals.

Table 6.17.1: Lemon (0805.50.00.10) export markets 2022-2024 (year ending June, tonnes, \$NZ FOB)

Market	2022		2023		2024	
	Volume	Value	Volume	Value	Volume	Value
Japan	2,033	5,132,150	1,729	3,991,999	1,374	3,360,878
United States of America	944	2,035,881	612	1,764,139	703	1,968,989
China	142	337,200	166	337,821	94	168,593
Pacific Islands	11	32,627	10	36,401	21	86,201
South Korea	21	53,503	1	1,880	24	72,527
New Caledonia	22	66,731	25	72,654	17	60,871
Fiji	1	4,510	4	17,154	12	45,015
French Polynesia	2	8,531	7	32,104	5	21,786
Australia	0	1,178	0	586	4	15,420
Bahamas	0	0	0	0	1	3,711
Hong Kong	1	2,359	0	1,307	0	237
United Arab Emirates	0	0	0	0	0	6
Singapore	23	52,367	24	57,576	0	0
Russia	140	233,778	25	39,508	0	0
Canada	0	255	0	0	0	0
Papua New Guinea	0	503	0	85	0	0
<b>Total</b>	<b>3,340</b>	<b>\$7,961,573</b>	<b>2,604</b>	<b>\$6,353,214</b>	<b>2,255</b>	<b>\$5,804,234</b>
<b>% change (yr/yr)</b>	<b>20%</b>	<b>21%</b>	<b>-22%</b>	<b>-20%</b>	<b>-13%</b>	<b>-9%</b>

# Citrus Trade / Export

## Mandarins

Mandarin exports from New Zealand fell by 24% between 2022 and 2024, reaching a value of \$0.9 million. Japan was the primary market in 2022, but export demand ceased in 2023 and contributed 6% of total export value in 2024. Beyond Japan, the Pacific Islands and Hong Kong are the main markets, paying \$4,242 and \$3,320 per tonne, respectively. While Japan is more lucrative market at \$5,580 per tonne, meeting the market's size and quality standards continues to be a challenge for exporters. The average value of mandarins in 2024 was \$4,767 per tonne.

New Zealand's mandarins are marketed as post-harvest chemical-free, which caters to a niche market but also creates challenges with post-harvest decay. The export season is short, typically limited to April and May. Although market access to both the EU and USA was granted in 2006, the main obstacle for EU exports has been the long shipping time and distance. While niche opportunities have been explored in the UK, maintaining fruit quality on arrival has been difficult, especially with competition from South African exports in that market.

Table 6.17.2: Mandarin (0805.21.00.00) export markets 2022-2024 (year ending June, tonnes, \$NZ FOB)

Market	2022		2023		2024	
	Volume	Value	Volume	Value	Volume	Value
Pacific Islands	80	250,462	85	320,330	77	326,599
Hong Kong	30	100,886	47	170,460	60	199,255
Australia	85	230,239	3	82,249	3	93,915
United States of America	2	61,046	2	108,649	1	51,481
Japan	98	318,152	0	0	9	50,227
Fiji	6	25,220	6	23,202	12	47,147
French Polynesia	9	27,788	6	26,901	6	22,402
New Caledonia	20	60,938	26	92,800	5	19,038
United Kingdom	1	13,250	0	12,438	1	12,031
Papua New Guinea	1	5,044	1	2,541	2	6,371
Singapore	24	94,499	12	56,598	0	1,796
European Union	0.01	182	0.00	4,216	0	615
Taiwan	0	0	0	0	0	336
United Arab Emirates	0	0	0	0	0	6
Monaco	0	0	0.00	494	0	0
Canada	0.04	911	0	0	0	0
Antarctica	0.03	195	0	0	0	0
<b>Total</b>	<b>356</b>	<b>\$1,188,812</b>	<b>356</b>	<b>\$1,188,812</b>	<b>189</b>	<b>\$900,878</b>
<b>% change (yr/yr)</b>	<b>-38%</b>	<b>-31%</b>	<b>-38%</b>	<b>-31%</b>	<b>-47%</b>	<b>-24%</b>

## Oranges

New Zealand's orange exports more than doubled between 2022 and 2024, growing from \$0.7 million to \$1.5 million. The average value per tonne also rose by 30%, from \$2,524 in 2022 to \$3,286 in 2024. The Pacific Islands and surrounding Pacific region—particularly Fiji, French Polynesia, and New Caledonia—remain the primary markets, accounting for 94% of export value in 2024. In contrast, exports to Asian markets (including Singapore, Hong Kong, and China) and the USA have declined, with no shipments made in some years.

# Citrus Trade / Export

Challenges such as fluctuating seasonal volumes, smaller fruit size, and scarring from wind rub have limited the ability to export to the USA and China. Additionally, New Zealand oranges face strong competition from Australian produce in the Chinese market.

As with other citrus exports, New Zealand's orange exports are limited to smaller niche, counter-seasonal opportunities.

Table 6.17.3: Orange (0805.10.00.01) export markets 2022-2024 (year ending June, tonnes, \$NZ FOB)

Market	2022		2023		2024	
	Volume	Value	Volume	Value	Volume	Value
Pacific Islands	212	543,034	369	1,126,041	249	859,304
Fiji	4	12,333	21	67,703	122	376,852
New Caledonia	34	86,472	27	80,044	48	140,494
French Polynesia	9	20,314	21	59,651	19	63,211
Papua New Guinea	7	16,271	16	58,955	18	62,750
Australia	0	0	0	0	7	20,960
Bahamas	0	0	0	0	4	10,994
China	0	0	1	9,968	0	0
Japan	11	17,748	2	3,892	0	0
Hong Kong	1	1,791	0	746	0	0
Antarctica	0.2	1,100	0	0	0	0
<b>Total</b>	<b>277</b>	<b>\$699,063</b>	<b>457</b>	<b>\$1,407,000</b>	<b>467</b>	<b>\$1,534,565</b>
% change (yr/yr)	-58%	-53%	65%	101%	2%	9%

## SPS Market Access Barriers

### Indonesia

Indonesia's Country Recognition Agreement (CRA) allows certain fresh food of plant origin, to enter with reduced inspection and preferential port access. However, in the most recent CRA renewal, all citrus except oranges were removed from the CRA list due to a lack of recent trade. While exports can still occur, they now face additional import requirements. To regain CRA status, a phytosanitary Pest Risk Analysis must be conducted.

### Japan

Unique residue limits constrain exports of mandarins to Japan. Japan classifies Satsuma mandarins from New Zealand as Unshu oranges, which are subject to a lower MRL requirement than other citrus. Unfortunately, there is insufficient data to establish appropriate pre-harvest intervals for residue compliance. The cost of gathering residue data and applying for the establishment of MRL's is too high for New Zealand's citrus industry to undertake.

### Philippines

Citrus NZ is working to secure new market access to the Philippines for the citrus fruit group. A pest list and technical data package was submitted in 2022, and the Philippines is now conducting a Pest Risk Analysis and Food Safety Risk Analysis (FSRA) as part of this process.

### South Korea

Access to the South Korean market for Meyer lemons was lost in 2018 after Korea revised its import requirements. Although South Korea allows imports of lemons, mandarins, and oranges, it considers Meyer lemons—a hybrid of lemon and mandarin/orange—a separate taxon and prohibits exports.

# Citrus Trade / Export

Since Meyer lemons represent about 60% of New Zealand's lemon production and were previously exported to Korea, New Zealand submitted a formal request for a pest risk analysis in March 2020. Due to other access requests being prioritised, Korea only began reviewing New Zealand's request recently, and the process is now underway.

## Taiwan

Citrus NZ has also been seeking access to Taiwan for Meyer lemons. While Taiwan previously allowed the export of true lemons and oranges, these were prohibited in 2023 due to a lack of recent trade. Although Citrus NZ remains interested in exporting Meyer lemons and other citrus varieties to Taiwan, progress depends on the MPI's prioritisation process.

## Thailand

A market access request for citrus to Thailand was submitted by Citrus NZ, but the application was not approved to progress.

## Vietnam

Similarly, Citrus NZ submitted a market access request for citrus to Vietnam, but this application was not successful.



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# A Lighter Touch

## ALT Field Day, Te Mata Vineyards

In September, Richard Mills of Summerfruit NZ organised a field day at Te Mata Vineyards, Hawke's Bay to demonstrate how cover cropping is being used to manage vineyard blocks.

The event attracted growers from various sectors involved in the A Lighter Touch (ALT) programme, providing an opportunity to see Te Mata's practices firsthand and discuss how similar approaches might benefit other crops. Since citrus was the original host crop for the ALT cover crops trial, it was particularly valuable to explore how these principles are being applied across horticulture in Hawke's Bay.

Te Mata Vineyards has been running its programme for over three years, operating under organic principles without formal organic certification. This approach gives them flexibility to integrate traditional chemical methods when necessary.

During establishment, herbicides are used to manage weed competition, ensuring young plants or vines get a strong start. Alongside this, Te Mata incorporates compost and soil drenches, blending biodynamic, regenerative, and organic practices while still allowing conventional methods when needed.

### The Role of Cover Cropping

Cover cropping plays a central role in their system. Rows are planted with chicory and plantain, and every tenth row features a mix of phacelia and alyssum to attract beneficial insects. Phacelia grows tall and can be topped to regenerate, while alyssum is a low-growing plant that thrives once phacelia is trimmed, allowing more light into the canopy.

Over time, the introduction of beneficial insects has significantly reduced the need for insecticides. For the past three years, Te Mata has not used insecticides for leafroller or mealybug—two major pests in grape production. They've also adjusted cover crop mixes to manage vine vigor, which has resulted in higher yields.

### Managing Under-Vine Growth

Once the vines are established, herbicide use under the vines is eliminated. Instead, Te Mata employs under-vine mowing or cultivation, a practice also seen in crops like summerfruit and apples. While this approach is more challenging in citrus due to the larger tree size, under-tree mowers are being tested to reduce herbicide use in citrus orchards as well.

### Challenges and Innovative Solutions

Although cover cropping has many benefits, it also comes with some challenges. Tractor use increases, which can lead to soil compaction, and managing mud or dust can be tricky in certain seasons. Timing the sowing of cover crops is also crucial—an issue for vineyards, where it overlaps with harvest time.

Fortunately, innovative machinery is available to address these challenges. Tools like knife cultivators, roller cultivators, and finger weeders offer modern solutions for traditional cultivation methods. Orchard-specific tractors can be equipped with toolbars, while under-vine or under-tree mowers use sensors to navigate around trunks. In vineyards, initial cultivation of the under-vine strip is followed by grazing with sheep and additional mowing. Compact power harrows and air seeders make it easier to sow small cover crop seeds, and crimper rollers provide an alternative to mowing by bruising and flattening crops.

### Looking Ahead

For those interested in attending future events, please reach out at [research@citrus.co.nz](mailto:research@citrus.co.nz) to stay informed about upcoming field days.



# Promotions

## 5+ A Day Annual Citrus Promotion Update

The 5+ A Day Charitable Trust was once again actively engaged this year in promoting a variety of delicious New Zealand-grown citrus, including limes, mandarins (including Afourer mandarins), lemons, navel oranges, grapefruit and tangelos.

An intensive campaign across multiple channels delivered key highlights, including a 15-second citrus TV commercial aired on Warner Bros. Discovery channels—TV3, Sky Open, Eden, HGTV, Rush, Living, TLC, Discovery, and Turbo—throughout May.

A comprehensive social media strategy leveraged key partnerships to inspire audiences with citrus recipes, nutrition tips, and serving ideas. Infographic cards marked the season for each citrus variety, and giveaways featuring limes, mandarins, navel oranges, grapefruit and tangelos were a hit with followers. Social media campaigns ran across Facebook, Instagram, TikTok, Pinterest and LinkedIn for six citrus varieties, with giveaways on Facebook and Instagram reaching over **65,000 people** collectively.

Citrus was also featured in industry publications, including *Supermarket News* and *FMCG*. Additionally, PAK'nSAVE's EDM spotlighted citrus, with copy and recipes included in the April and August editions sent to over **300,000 subscribers**.

Collaborations with celebrities like Dame Lisa Carrington and social media influencers further boosted the campaign, achieving a total reach of **135,000**.

Citrus fruit was a favorite among tamariki in schools and kura across New Zealand through the Fruit in Schools initiative, with New Zealand-grown citrus featured most weeks of every term in 2024.

Thanks to our partnership with 5+ A Day, the 2024 citrus promotion reached an impressive **7.3 million people**.



# Biosecurity

## Biosecurity in the Spotlight at the Citrus NZ Conference

At the annual Citrus NZ Conference in September, attendees were treated to two eye-opening and riveting presentations from international keynote speakers, Nate and Anna Jameson of Brite Leaf Nursery, Florida. Their presentations shed light on the devastating impact that Asian citrus psyllid (ACP) and Huanglongbing (HLB) have had on the Florida citrus industry—and what New Zealand can learn to avoid the same fate.

The Florida citrus industry has been devastated by ACP and HLB. Industry statistics for citrus production in the state make grim reading, and the economic impact has been significant since the psyllid was first discovered in the state in 2008. In just 15 years, citrus production has plummeted by 90% and the industry's annual value has dropped from \$1.3 billion to \$440 million. The number of growers has also fallen sharply from 8,000 to 2,500.

### Nate Jameson

Nate recounted the history, challenges and their own experiences of ACP and HLB, and emphasised the critical need for swift action to eradicate ACP as soon as it is detected. He stressed that home gardeners are an important group to work alongside to monitor for pest and disease outbreaks- essential for early intervention.

Nate warned that an HLB outbreak in New Zealand would be catastrophic, stressing that prevention efforts are far more cost-effective than dealing with an outbreak. His recommendations included establishing a national budwood programme to provide 'clean' propagation material, and for propagation to occur in enclosed production facilities. This should include a national testing system, with all propagated trees sourced exclusively from the programme. A registration scheme for nurseries and a tree labelling system would ensure traceability back to the source.

### Anna Jameson

Anna shared how Florida nurseries adapted to new regulations, which required enclosed production facilities, full traceability from foundation to production trees, and regular inspections every 30 days. These measures were implemented to protect the industry from further spread of HLB.

Bringing Nate and Anna to New Zealand has heightened

the awareness of the risks ACP and HLB pose and highlighted the proactive steps needed to safeguard our citrus industry.

### Sandy Murphy

Sandy Murphy, owner of Alexandra Joy Nurseries in Katikati, also presented her insights on how nurseries, growers and home gardeners can work together to control citrus diseases. She emphasised the importance of education, industry standards, and certification schemes to raise public awareness. Sandy's participation at the Biosecurity Symposium and Australian Citrus Congress earlier this year was supported by a grant from Citrus NZ.

### Dr Sally Anderson

Citrus NZ's Technical Manager, Dr. Sally Anderson, provided an update on the industry's biosecurity preparedness for ACP and HLB. As a signatory to the Government Industry Agreement for Biosecurity (GIA), Citrus NZ is actively working on a Biosecurity Workplan to prepare the sector for potential incursions. Resources like the Orchard Biosecurity Poster, pest factsheets and the Biosecurity Response Guide are available to support growers.

*Nate and Anna's trip to New Zealand was made possible with the support of First Fresh and Citrus NZ.*



# Biosecurity

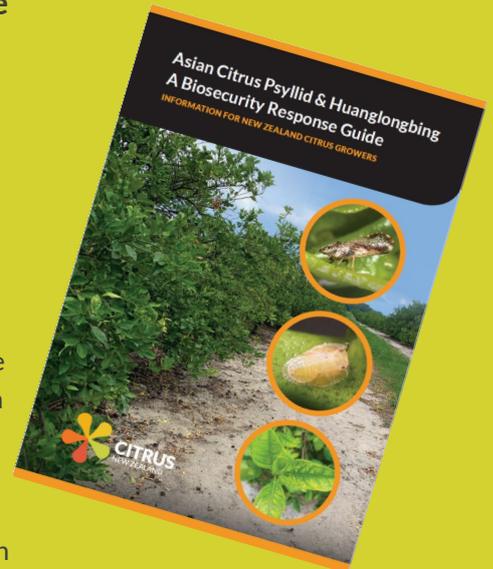
## Asian Citrus Psyllid and Huanglongbing : A Biosecurity Response Guide – Get Your Copy!

Did you pick up a copy of the *Biosecurity Response Guide* at the Conference or one of the shed meetings? If not, you can download it from the Citrus NZ website or request a printed copy by emailing [info@citrus.co.nz](mailto:info@citrus.co.nz)

## Biosecurity Response Workshop Planned for Citrus NZ Board

Planning is well underway for a second Biosecurity Response Workshop for the Citrus NZ Board and executive in November. The first workshop, held in March 2023, was led by Biosecurity New Zealand's Readiness and Response Directorate (MPI) and focused on building the board's understanding of biosecurity response protocols. This upcoming workshop will further enhance the board's preparedness by simulating a real-world biosecurity scenario. In the event of an incursion, Citrus NZ would play a key role assisting MPI, contributing industry expertise and participating in response governance.

Collaboration between MPI and Citrus NZ is essential for effective biosecurity response and we'll provide an update on the workshop in the next *Citrus News*!



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# Industry Updates

## Dam Safety Regulations are Now in Force

The Building (Dam Safety) Regulations 2022 came into effect on **13 May 2024**. Only classifiable dams are impacted by the regulations. Dams are classifiable if they are 4 or more metres in height and store 20,000 or more cubic metres volume of water, or other fluid. The regulations have been made to improve the resilience and maintenance of Aotearoa New Zealand's dams, protecting people, property and the environment from the potential impacts of dam failures.

### Background to the Regulations

The Government made Regulations in May 2022, to provide a consistent national framework for dam safety, aligning Aotearoa New Zealand with most countries in the Organisation for Economic Co-operation and Development (OECD). Since then, MBIE has collaborated with industry groups and regional authorities to raise awareness and support dam owners in meeting their responsibilities.

### What do the Regulations mean for you?

If you are the owner of a water retention structure, firstly you need to determine if your structure meets the definition of a classifiable dam (that is, if it meets the height and volume thresholds):

- If you determine that your dam is classifiable, you will then need to determine your dam's potential impact classification (PIC). If you do not have a classifiable dam, no further action is required under these Regulations.
- Once the PIC has been determined, you will need to then have the PIC audited and certified by a Recognised Engineer, who will work with the dam owner to complete a dam classification certificate.
- Dam classification certificates need to be submitted to the relevant regional authority.
- Owners of dams with a medium or high PIC have further actions they need to take.



The only additional requirement for owners of dams with a low PIC is to review their dam's PIC within five years of the regional authority approving it. If you own a dam and fail to meet your responsibilities under the law (the Building Act 2004 Regulations), then you may be liable for a fine.

### Resources to Help You

Explore definitions, regulations, and helpful resources on MBIE's Building Performance website: [building.govt.nz/managing-buildings/dam-safety](https://building.govt.nz/managing-buildings/dam-safety).

Key resources include:

**Measuring and calculating the height and volume of agricultural dams** – Helps dam owners determine if they are affected by the Regulations.

**Potential Impact Classification (PIC) checklist** – Assists with identifying and gathering information for a PIC assessment.

# Commodity Levy Order

## Citrus Commodity Levy Order

The Commodity Levies (Citrus Fruit) Order 2019 expires on 24 February 2026 and Citrus NZ is seeking your input on the proposal for a new Citrus Commodity Levy Order

Our members were given an early heads-up about the process and timeline during the June and July meetings in Gisborne, Bay of Plenty, and Kerikeri. At the AGM and the Kerikeri meeting, the Board went into more detail, explaining what the levy is, why it matters, how it works, and what to expect.

Every bit of feedback is important, and we really encourage everyone to share their thoughts.

### What Is Proposed?

No changes are proposed to either the purposes for which levy money may be used, or to the current levy rate, which is:

**0.01 per kg for fresh fruit, and**

**0.003 per kg for processed fruit**

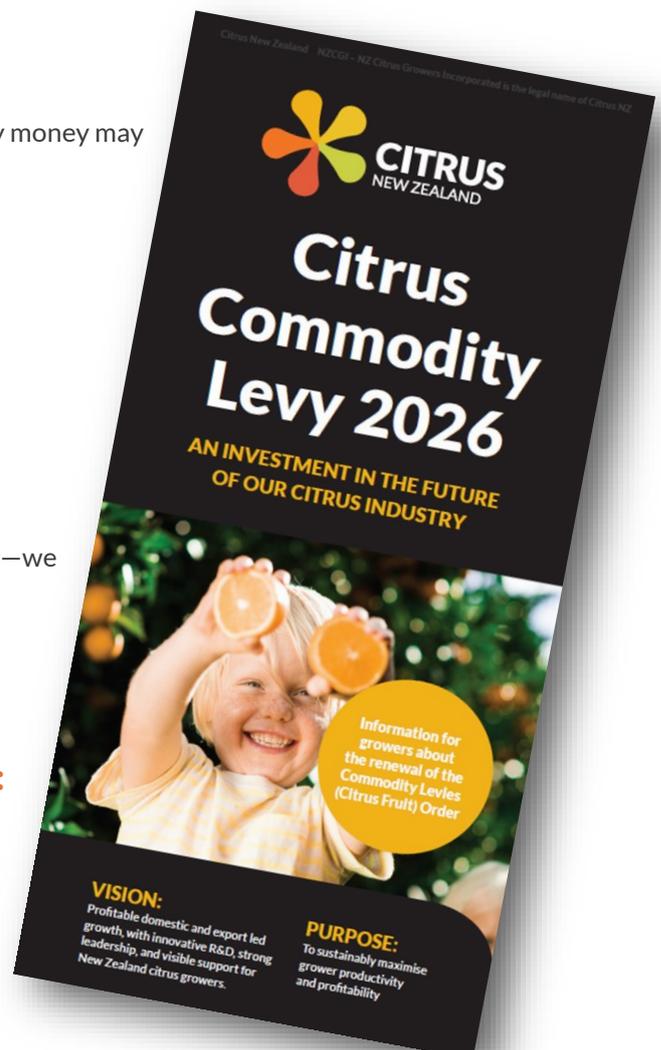
The levy will continue to be calculated on volume.

### Have Your Say

Even though no changes are proposed, **your feedback matters**—we want to hear your thoughts and ensure this levy reflects your needs.

**All affected parties are invited to submit comments in writing by 31 January 2025 to:**

Citrus New Zealand  
PO Box 390, Gisborne  
Email: [info@citrus.co.nz](mailto:info@citrus.co.nz)



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# Scholarship Opportunities

## Clark Fletcher Memorial Citrus Bursary – Apply Now!

Are you passionate about the citrus industry? The Clark Fletcher Memorial Citrus Bursary offers up to \$5,000 annually to support students or researchers whose work benefits the sector.

This award honours two pioneers of NZ's citrus industry, Bruce Clark and Bill Fletcher, and aims to promote the industry these pioneers helped shape.

**Who can Apply:** NZ citizens or permanent residents studying or researching topics relevant to citrus

**Closing Date:** 30 November, 2024

**Apply:** Download the application from the Citrus NZ website [here](#) and email to [info@citrus.co.nz](mailto:info@citrus.co.nz)

## Horticulture Undergraduate Scholarships

Every year Horticulture New Zealand and the Hortcentre Trust offer scholarships to students who have a special interest in the fruit and/or vegetable industry and are studying towards an undergraduate degree.

### There are 13 Horticulture New Zealand scholarships available

The Horticulture New Zealand scholarship allows successful applicants to attend the 2025 Horticulture Conference and is valued at \$1,500. Successful applicants will hear from horticulture leaders, attend workshops, and network with growers and industry reps. The \$1,500 value covers flights, accommodation and registration.

Nine of these are awarded to applicants from each of New Zealand's growing regions (one applicant from each region will be selected) as follows:

Northland	Auckland/Waikato	Bay of Plenty
Hawke's Bay	Lower North Island	Tairāwhiti Gisborne
Canterbury	Otago and Southland	Tasman (including Nelson, Marlborough, West Coast)

The remaining four Horticulture Undergraduate Scholarships will be awarded nationally.

### Hortcentre Trust Undergraduate Scholarships

There are three Hortcentre Trust Undergraduate Scholarships valued at \$4,500 each and these are awarded to the top three applicants. This scholarship covers 2025 Horticulture Conference costs including \$1,500 for flights, accommodation, and registration, plus \$3,000 cash to support the recipient's studies.

Any questions regarding these scholarships should be sent to [schols@hortnz.co.nz](mailto:schols@hortnz.co.nz) or visit [here](#) for more information.

# Navel Monitoring Report

## 2024 Navel Monitoring Results

Citrus NZ has been monitoring the quality of navel oranges on sale in NZ supermarkets to assess the quality of in-market fruit since 2014. This article reports on monitoring for the 2024 season

- During the first 10 weeks of the navel orange season 97% of NZ navel oranges met the minimum maturity standard, making it another excellent season in terms of in-market fruit acceptability
- There was a small difference in acceptability between Auckland and Christchurch with Auckland average acceptability at 97.5% and Christchurch at 94.9%
- Average BrimA levels this season were the third highest recorded due to a combination of the high Brix and moderate acid
- All sixty-nine samples met the Citrus NZ minimum maturity standard with 100% of sampled fruit meeting the standard from late August through September for navel oranges supplied to both Auckland and Christchurch
- This season, consumers received great tasting fruit right from the beginning of the season which should result in strong repeat purchases for the remainder of the season

This season sampling was carried out in Auckland and Christchurch for ten weeks starting the week of 1<sup>st</sup> July 2024 through to the 4<sup>th</sup> September (week 10). All samples were collected by Distribution Centre (DC) quality control staff at the Auckland DC's for Foodstuffs and Countdown, and the main South Island Foodstuffs DC in Christchurch on a weekly basis.

Each sample consisted of a selection of 16 oranges from a consignment, each consignment having an identified crate card or PLU number. If there was more than one consignment (i.e. more than one marketer supplier), then multiple samples were collected. The fruit was sent to the laboratory and analysed for Brix and Titratable Acidity which were used to calculate the BrimA value for each fruit. A BrimA  $\geq 90$  indicates that the fruit meets the minimum maturity standard. For a 16-fruit sample to yield a 'pass' result, at least 12 of the 16 oranges, i.e. 75%, need to achieve a BrimA  $\geq 90$ .

Sixty-nine samples, comprising 1,103 New Zealand fruit, were sampled during ten-weeks of sampling.

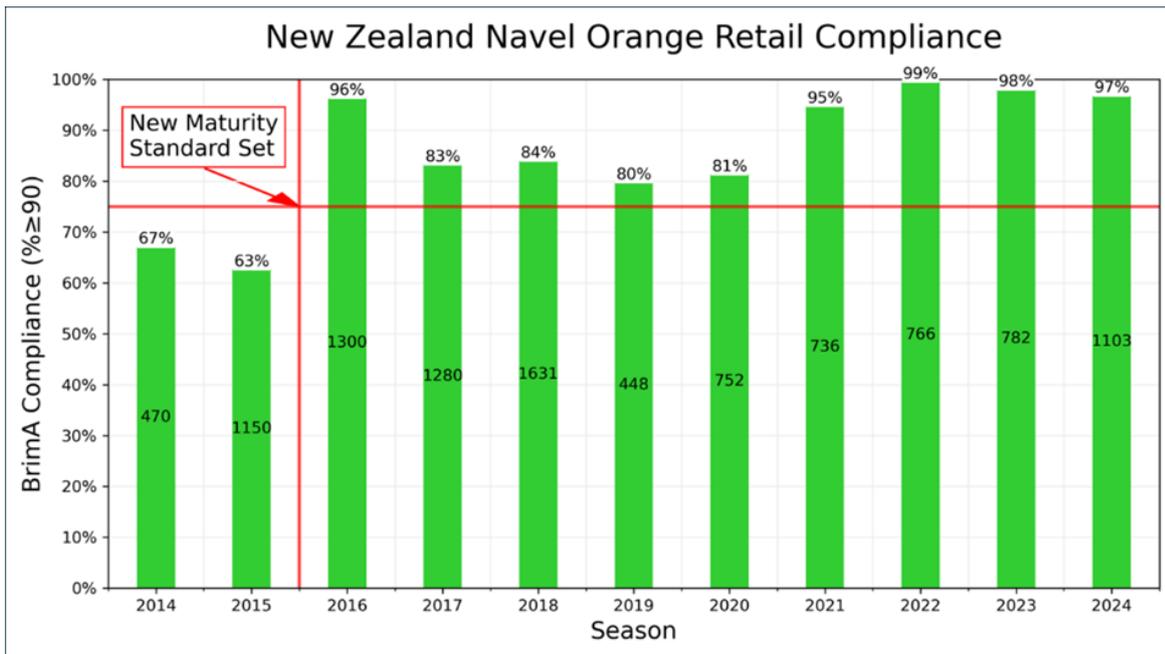
### Overview of the 2024 season

The overall acceptability (weighted average of Auckland and Christchurch) of 96.7% is the third-best result in the eleven years of data collected to date. There was a small difference in acceptability between Auckland and Christchurch with Auckland average acceptability at 97.5% and Christchurch at 94.9%.

Figure 1 provides an overview of the 2024 retail acceptability (%fruit with BrimA  $\geq 90$ ) relative to previous seasons.

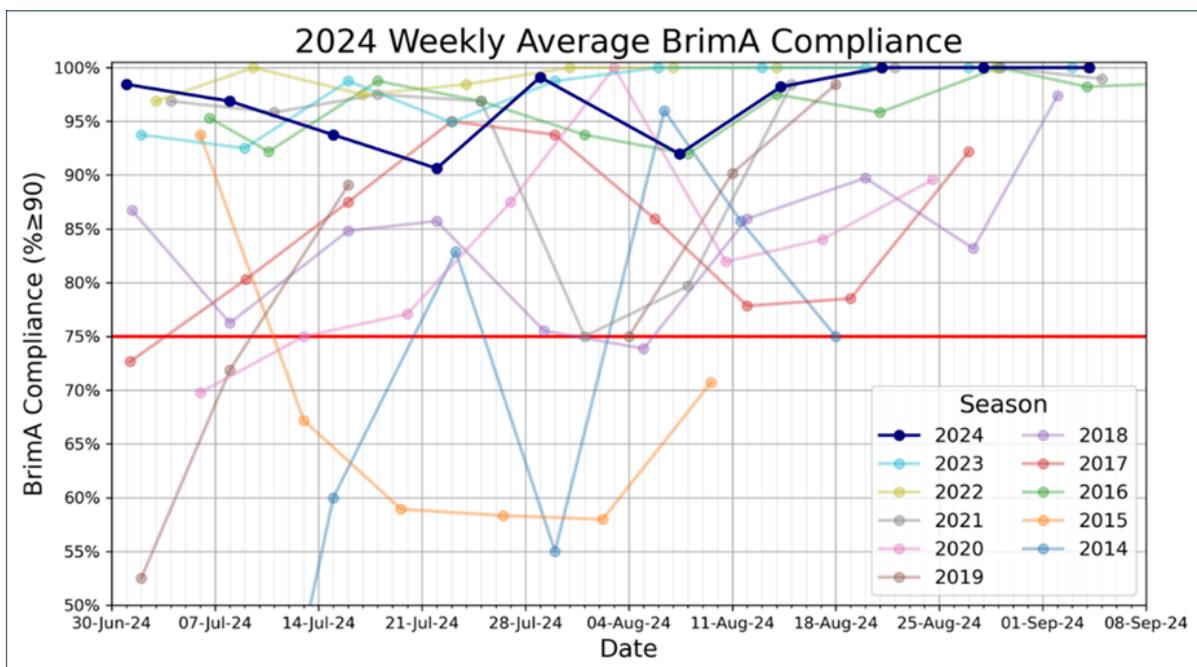
# Navel Monitoring Report

Figure 1. Annual percentage of fruit that met the Citrus NZ BrimA maturity standard versus season. The red horizontal line is the 75% maturity standard, the vertical line between 2015 and 2016 indicates when this new standard was adopted



The weekly average percentage of sampled fruit that met the Citrus NZ maturity standard is plotted against sample collection date and compared with previous seasons in Figure 2. The weekly average acceptability for 2024 started at 98%, dropped to just over 90% in late July, and rose to 100% by early August. Overall, this has been another excellent season.

Figure 2. Weekly percent of fruit that met the Citrus NZ BrimA maturity testing standard versus collection date



# Navel Monitoring Report

## Acid and Brix levels

The weekly average Acid results for 2024 were relatively high compared with previous seasons (Figure 3).

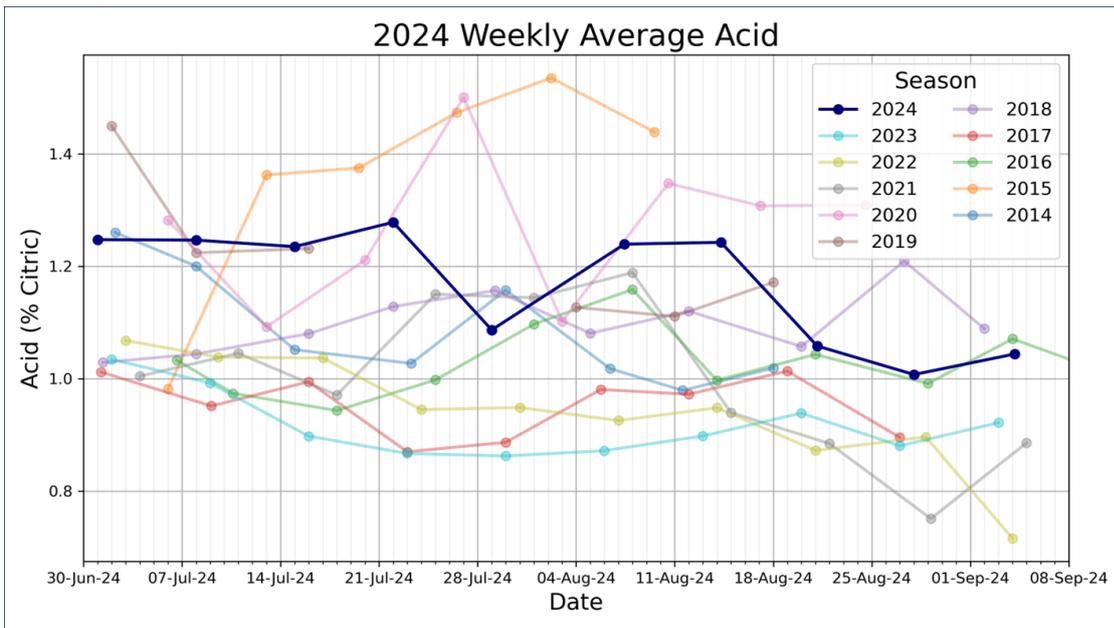


Figure 3. Weekly average acid content versus collection date

The weekly average Brix levels in 2024 were very high compared to previous seasons (Figure 4)

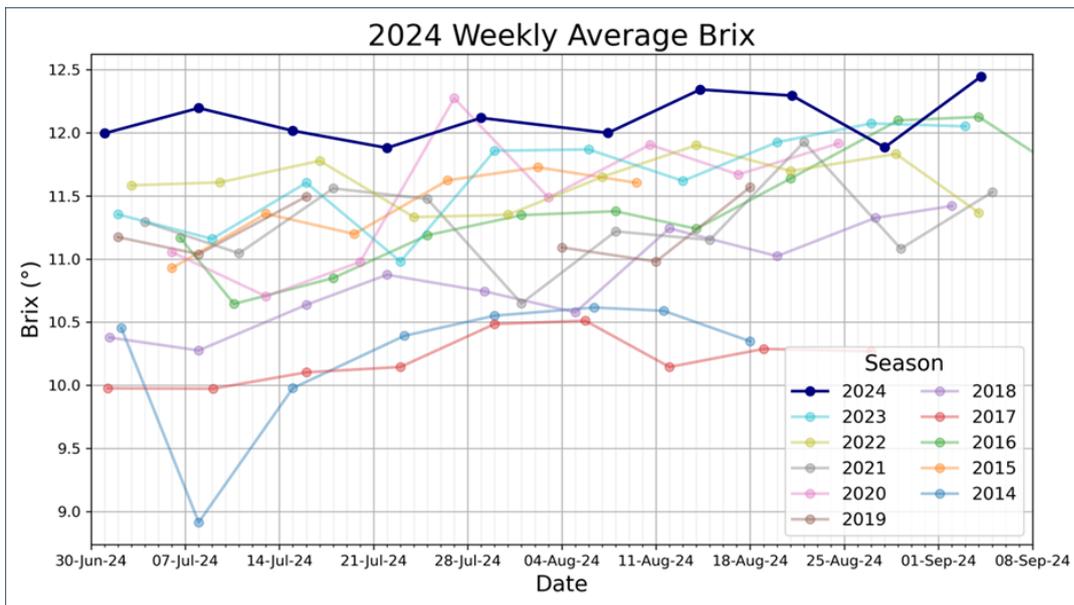


Figure 4. Weekly average Brix versus collection date

# Navel Monitoring Report

The high Brix levels combined with higher acid resulted in relatively high BrimA levels over the entire monitoring period (Figure 5).

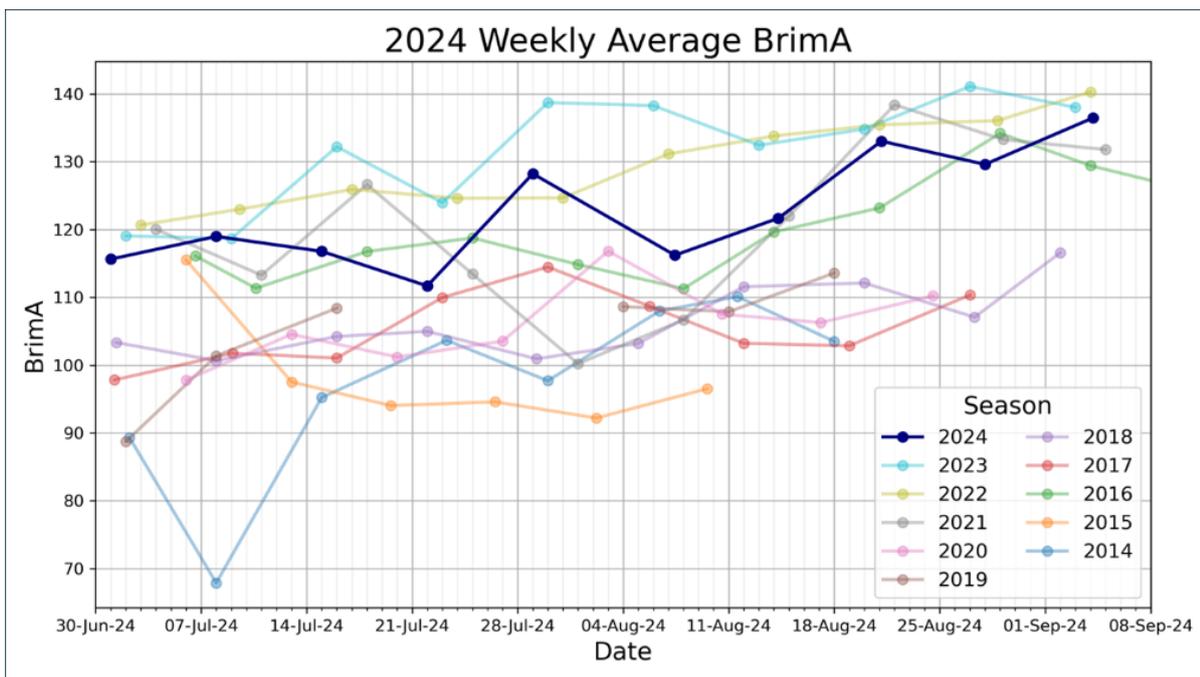


Figure 5. Weekly average BrimA versus collection date

It has been another excellent season for fruit maturity with overall acceptability at 97%. The fruit quality data for this 2024 season compares very favourably with all previous seasons as shown in Figure 1.

When we explore the reason for this, we see that in 2024, Brix was relatively high (Figure 4) at an average of 12.1°, while Acid was moderate (Figure 3) at an average of 1.17% Citric. The combination of Brix and Acid create a relatively high average BrimA value (Average BrimA = 123.0) when compared across eleven seasons of monitoring (Figure 6).

We know that over 90% of consumers will enjoy navels at a BrimA of 120. As a result, this season consumers received great tasting fruit right from the beginning of the season which should result in strong repeat purchases for the remainder of the season.

# Navel Monitoring Report

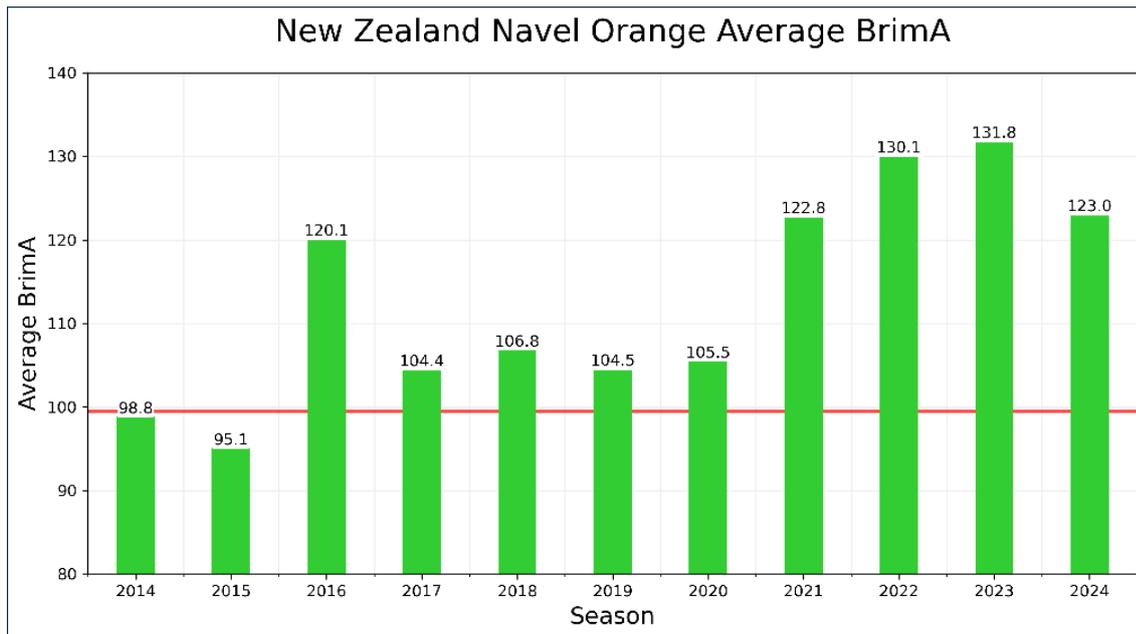


Figure 6. Average BrimA vs. season. The Red line shows the predicted average BrimA for a typical sample with 75% of fruit above 90

## More Information

This work was funded by Citrus NZ grower levies. For a full copy of the report, contact Citrus NZ [info@citrus.co.nz](mailto:info@citrus.co.nz)

## Acknowledgements

Delytics Ltd for analysis of the supermarket monitoring data and final reporting. Citrus NZ would like to acknowledge the support of Foodstuffs and Countdown and their QC teams who collect the samples for the programme. Citrus NZ would also like to thank and acknowledge the citrus marketing companies for their support of the navel testing programme.



# Stay in Touch—Contact Update

We've updated our phone number, postal, and email addresses! Over the next few months, we'll also be shifting from our landline to a dedicated mobile number, with the landline set to retire by 1 March.

In the meantime, feel free to reach out to any of our board members for a chat:

**Ian Albers (Chair):** [chair@citrus.co.nz](mailto:chair@citrus.co.nz)

**Tam Jex-Blake (Vice Chair):** [vicechair@citrus.co.nz](mailto:vicechair@citrus.co.nz)

**Matt Carter: R&D and Biosecurity Portfolio:** [research@citrus.co.nz](mailto:research@citrus.co.nz)

We look forward to hearing from you!



## CITRUS NZ BOARD

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