

# Grow Northland 2021

# CITRUS



Organisations

- [Citrus New Zealand](#)
- [T&G Fresh](#)
- Other...

## Vision

Citrus NZ

A progressive, strongly collaborative consumer led industry". Citrus NZ aims to improve the future for citrus growers, to maximise their productivity and profitability sustainably

8-10 hrs/day

The amount of sunlight navel orange trees need to thrive

30,000

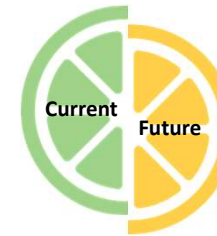
Number of lemon trees grown by a T&G team in Kerikeri, NZ's biggest lemon grower

\$18 - \$20m

Export earnings Citrus NZ is working to achieve by 2023

### These include:

- Local and central government
- Plant and Food Research
- Horticulture NZ
- 5+ A Day
- Northland Inc
- Kaipara District Council



- VentureFruit (T&G Global's new genetics and variety management business)
- ... are there others?

## Collaborators



## Initiatives

National Northland

Current

- Citrus NZ – Clark Fletcher Memorial Citrus Bursary, education grant up to \$5,000 per year; updating the Growing Citrus in NZ Guide (available online free to all registered growers); developing a maturity standard to improve taste experiences of NZ navel oranges; annual September conference for information transfer to growers and industry; Love NZ Citrus Facebook page (with 5+ A Day) promoting NZ citrus to the public; exploring new export markets for lemons; biosecurity readiness activities to combat citrus pests or diseases that may arrive in NZ; investigation of cover cropping floral research to increase the biodiversity and natural predators in citrus orchards

## Challenges

- **High disease susceptibility** – especially in Northland (e.g. guava moth) due to hot, humid climate
- **Biosecurity threats** – such as fruit fly, citrus canker and citrus greening
- **Climate** – Northland's hot dry summers are great for citrus, but wet winters are terrible for lemons who hate wet feet
- **Labour and competing land use** – other fruit crops that are more profitable than citrus are being removed
- **Availability of export destinations** – on the domestic market, NZ citrus is competing against imported citrus at the same time of the year

## Opportunities

- **Early harvests** – lots of sun + good orchard management = earlier harvests in Northland
- **Microclimates** – choosing a suitable microclimate within the region is more important than using regional guidelines, e.g. low-lying pockets of Kaitiaki can cause frost damage
- **R&D** – Citrus NZ already works with all other fruit and vegetable sectors to collaborate on R&D activities, e.g. A Lighter Touch, and coordinates through Horticulture NZ on labour and environmental issues



- **Roll out integrated pest management** – could Northland Inc help with integrated pest management? E.g. applications to the EPA for the release of beneficial insects to replace heavy pesticide use

- **Promote the Clark Fletcher Memorial Citrus Bursary** – could Northland Inc promote the bursary to encourage local tertiary students to apply? (Applications close 30 Nov). Projects of interest include integrated pest management, quality, crop nutrition, post-harvest handling and disease control

- **Explore transport links** – is there an opportunity for Northland's primary production sectors to collaborate on port, rail, and better roads, thereby enabling more efficient transport networks?

- **Strengthen domestic market, expand export market** – most fresh NZ citrus is sold domestically, although niche high-quality export markets exist in Northland, e.g. satsuma mandarins. Could Northland Inc work with marketing companies to expand the export market, e.g. to Japan, USA, China?
- **Investigate new varieties** – could citrus collaborate with other sectors (e.g. berryfruit), Plant & Food Research and/or Ngawha Innovation Park to invest in researching new varieties?

## Potential cross-sector collaboration

## References

[Citrus New Zealand](#)

[Turners & Growers article on early harvest \(July 2021\)](#)

[Tupu.nz land use fact sheet](#)

