

Biggest citrus packing shed for bigger export vision



Media release

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The small WA Wheatbelt town of Bindoon will soon be home to a \$7m fruit packing facility which will enable fresh produce from across the region to be exported to premium markets across the world.

Moora Citrus Packers will be the largest citrus packing facility in Western Australia and will be a one-stop-shop for WA fruit producers seeking to take advantage of the vast opportunities for Australia's clean, green and premium exports. The new facility boasts some of the most advanced sorting software and has the capacity to pack, cool, inspect, load and seal containers straight to port for high biosecurity protocol export markets.

Citrus production in WA has steadily increased in recent years since Moora Citrus and other producers have expanded tree plantings, transforming the supply chain and scope for the industry. When Moora Citrus planted its first tree in December 2005, the business sought to match the market demand for high quality citrus.

"When we conducted our initial market research we found that 60% of the citrus that WA consumed was imported – we wanted to transform that statistic and offer the highest quality product to other WA families", said Sue Middleton, Executive Director of Moora Citrus.

Strong relationships with retailers and wholesalers in Western Australia have been critical to Moora Citrus' success in the domestic market. Moora Citrus has worked with other WA growers to replace citrus imported from eastern states during the growing season and now that they've realised this vision, the business is seeking to take this collaboration from domestic to export markets.

"Not only will Moora Citrus Packers be able to provide a more consistent product to WA consumers, we will be able to match market demand with supply much more easily. Our state-of-the-art technology will be able to deliver fruit to the exact specifications that each market requires," said Shane Kay, Orchard Manager of Moora Citrus and co-owner of Moora Citrus Packers.

A recent study by RSM found that there was a significant shortfall in the packing capacity for fresh produce north of Perth. Moora Citrus Packers seeks to alleviate this deficit and will generate an additional 15 permanent jobs for Bindoon, along with the seasonal staff.

In full production, Moora Citrus and Moora Citrus Packers will have a joint turnover of \$24m which will create another 50-60 jobs in the service and supply chain.

Whilst the new packshed will initially be focusing on packing for the WA citrus industry, Moora Citrus Packers seeks to expand its capacity to other fresh produce in the northern valleys agricultural region.

Moora Citrus Packers is a joint venture project between Moora Citrus and the Kay, Gillon, Yildiz, Brennan and Middleton families coming together to invest in the future of the WA citrus industry.

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