

Dear Sir,

27/11/2001

I wish to submit the following comments for consideration at the Productivity Commission Inquiry into the Citrus Industry.

- I would like to see an independent inquiry into the costs associated with FOJC. I find it very hard to believe that FOJC can be grown, picked, processed, stored, transported around the world and distributed around Australia - then reconstituted and packed, all for a bit more than our picking costs.
- At the moment it seems that fruit for fresh juice is not worth much more than fruit for concentrate. I would like to see a system like the Dairy Industry prior to deregulation, where the price of fresh juice is split three ways. One third to Grower, Processor and Retailer. This could be called a "fair" system. If this option was explored - it takes the pressure off the need for tariff protection.
- If we can't somehow get a fair price for fruit used in fresh juice, perhaps we could have "limited protection" in say January and February for juice fruit. This would be after the best fruit had been packed.
- Can we look into single desk marketing? I am unaware of the complexities of this operation - but know it works for USA bound fruit, and can see no reason why all other markets can't share this success.
- Is there some reason we can't have more information on our labels? With all mankind's technological advancements - we still haven't figured out how to list the proportionate ingredients and the country of origin. It is good to see that at least one progressive juice processor puts an additional "100% Australian" stamp on their product.

Thankyou for considering my points - please feel free to contact me for any further information.

Yours sincerely,

Mark Doecke - SA.