

Understanding market supply with InfoCitrus

Timely national data to assist in the development and maintenance of markets.



Today's talk -

A quick recap – what is InfoCitrus?

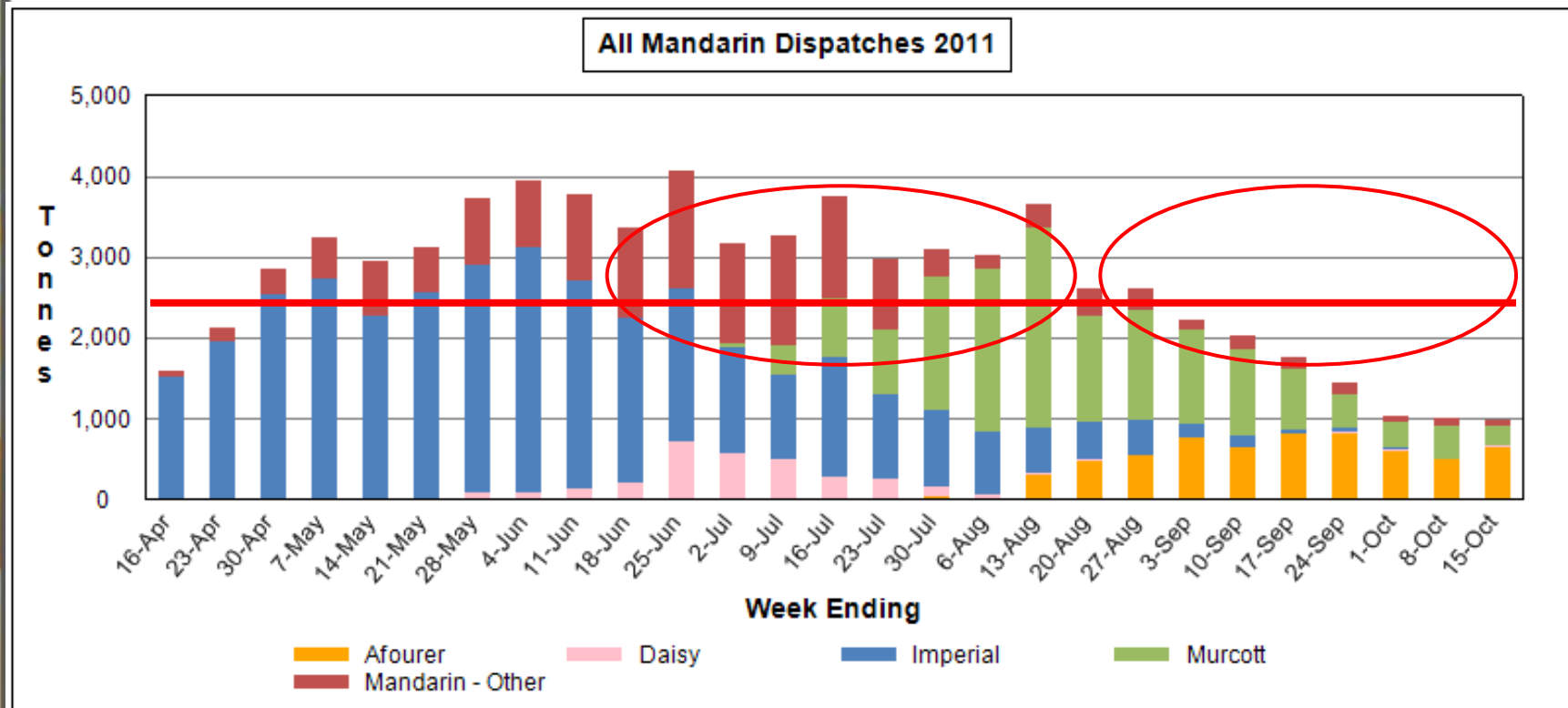
Using InfoCitrus to determine supply issues

How are we getting a handle on supply?

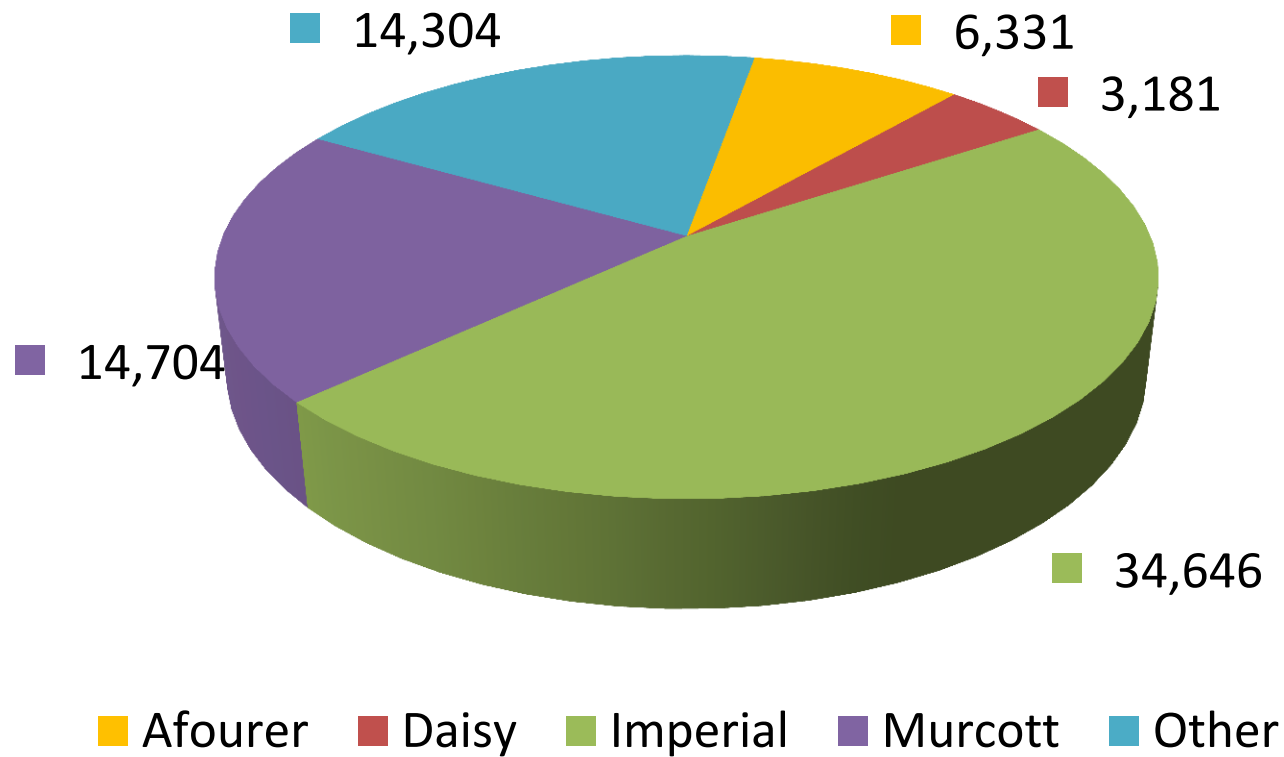
- Our key focus is predicting long and short term supply issues in relation to estimated demand
- InfoCitrus 101
 - Individual packer data
 - Collated and reported to industry
 - First season as a national report
 - Captures 80% by volume in each region

What have we learnt?

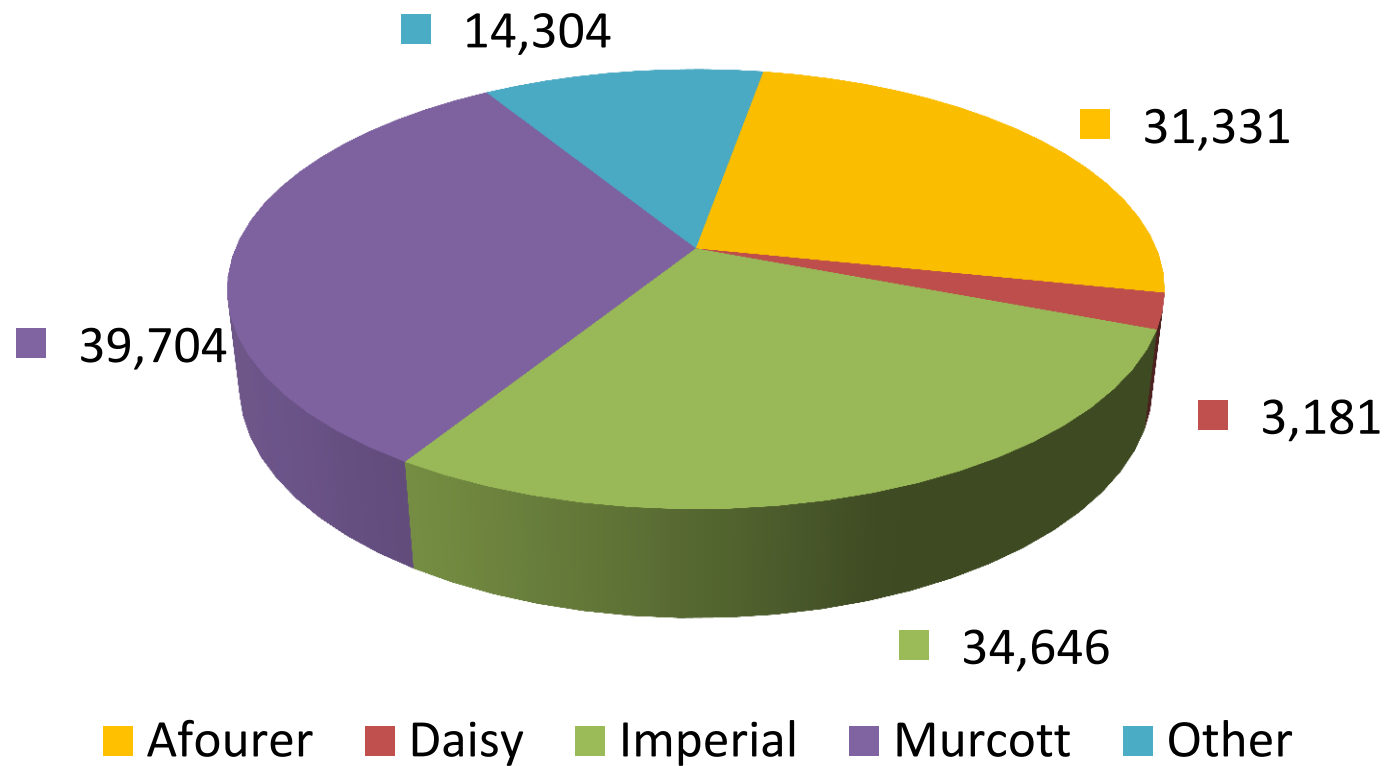
- Mandarin volumes
- 'Mid' season supply



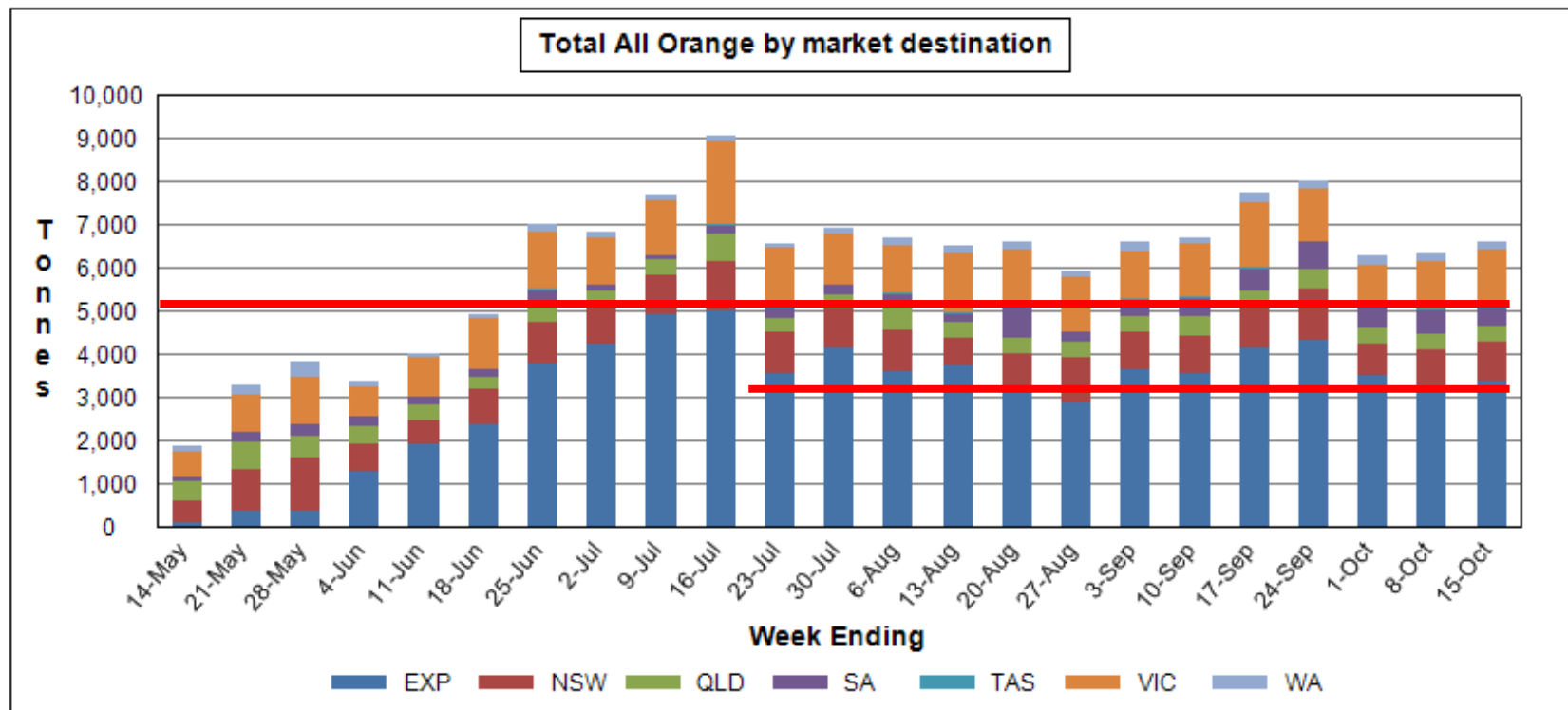
Mandarin dispatches 2011



Mandarin forecast 2016

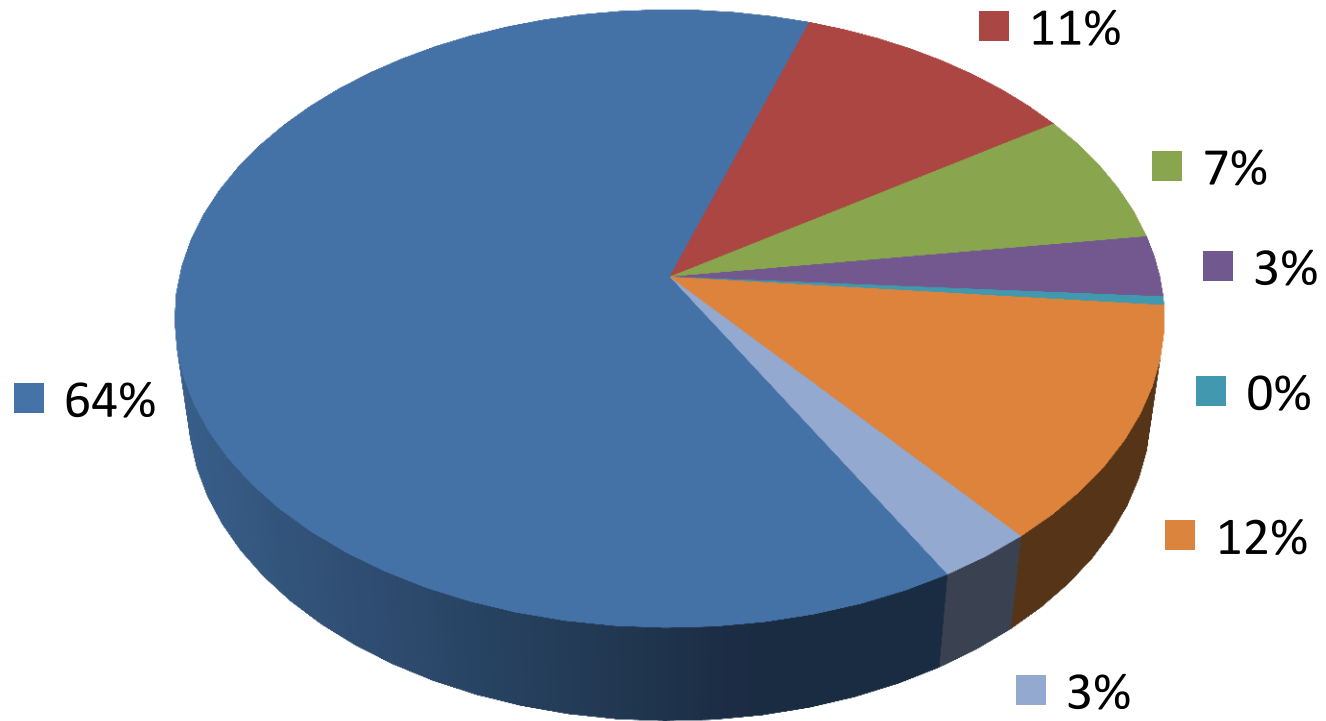


Time will tell: Orange supply/demand



24 tonnes over 12 weeks,
similar to total exports to
Japan this season alone.

Orange destinations in 2011



■ EXP ■ NSW ■ QLD ■ SA ■ TAS ■ VIC ■ WA

Other immediate uses for this data:

- Identifying shoulders
- Potential category supply issues
- Longer range forecasting
- Post season information
- Market access priorities
- Driving direction of research and development

Other activity in Market Intelligence

- National Plantings
- Export data
- National forecasting
- Harvest rates



What's missing in the portfolio?

- Export data through InfoCitrus
- Consumption trends
- Pricing data
- Import data
- Juice industry volumes



Thank you

And a special thank you to the contributors from all of the packhouses who contribute their time and data



Citrus 
Australia