

MEDIA RELEASE

Fresh Australian lemons in store now

Fresh Australian lemons can now be found in fruit shops and supermarkets throughout the country as the Australian citrus season begins.

Australian consumers can now buy Queensland-grown lemons, packed with flavour and providing natural health benefits.

Australian lemons are not widely available during summer, with imported lemons, mainly from the USA, filling the seasonal gap.

Stores will continue to offer a mix of imported and local lemons early in the Australian season, until more local lemons are available.

Citrus Australia CEO, Judith Damiani, encourages all consumers to look for Australian grown lemons when next in the fruit section.

"Though the mix of imported and local lemons is clearly and appropriately labelled in stores, it can be difficult for consumers to identify Australian lemons at times," Ms Damiani said.

"Look for the country of origin signs in store, or check the sticker on each lemon to make sure.

"For local grown freshness, you can't beat Australian lemons."

Australian lemons will be available in store until November, with the season peaking during August and September.

Australia produces around 30,000 tonnes of lemons, mainly for the Australian market.

Demand for lemons around the world is increasing, due to their versatility and health benefits.

They are packed with vitamin C, which helps boost the immune system, and are one of the best sources of antioxidants.

Citrus Australia forecasts Australian lemon production to increase by around 50% in the next ten years, with a focus on seedless lemons. This lift in production will help meet rising consumer demand.

Ends

Citrus Australia Ltd is the national peak body for citrus growers. Citrus Australia represents the industry in policy and advocacy, biosecurity, market access, development and promotion, research, and communications. The citrus industry in Australia is worth \$550 million and represents the interests of around 1500 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$280 million. Go to www.citrusaustralia.com.au

For further information, contact Citrus Australia on 03 5023 6333.