

IMPORTS AND EXPORTS

Citrus growers urged to focus on quality

30 Mar 2015 - by Staff reporter

Quality was top of the agenda at the first Citrus Marketing Forum of the year - held last month.

With markets under pressure, unfavourable exchange rate swings and cost pressures the industry was advised to take a cautionary approach to exports in 2015 – and ensure only good quality was exported and to deliver on demand.

“Filling up overseas warehouses with fruit of the wrong quality would spell disaster,” a spokesman said.

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