Trade seminars in Tokyo and Osaka later this month will launch what is being described as one of the most comprehensive Australian citrus campaigns in Japan. The seminars – running from 23-25 May – will present the 2017 crop outlook, production and export trends, a look at Australia’s National Residue Survey and tariff reductions under the JAEPA free trade agreement.

A promotion plan for Japanese importers, retailers and food service representatives will also be outlined. The retail programme will feature in-store sampling point of sale material and media promotion between August and October, with Australian citrus to also feature in Austrade’s Taste of Australia menu competition and social media efforts.

The seminars are being run by Austrade Japan and Citrus Australia, supported by HIA’s orange marketing and citrus R&D levies.

“This will be one of the most comprehensive Australian citrus campaigns in Japan – recognising the history of trade, the Japan Australia Economic Partnership Agreement and the fact that Japan was the largest export market (by volume) for Australian oranges in 2016,” a release from Citrus Australia explained.

Other markets allocated Hort Innovation orange levy marketing funds for 2017 include China, Philippines, UAE, Thailand, Malaysia and Vietnam.