



Fresh from the Farmer to you!

2010 Season Update #1

Hi all, the 2010 citrus season is now in full swing and this newsletter is to keep our valued customers informed on what we've been up to and what is ahead at Fresh Citrus Direct.

We would like to say a huge thankyou to everyone that has showed their support after our recent media attention in the Advertiser and on Adelaide radio. We've had many e-mails, phone calls and conversations highlighting how much people love the taste of fresh citrus, want to know where their fruit is from and want to support the people who grow it.



Michael as seen in the Advertiser on May 20th

Orders were overwhelming initially. As the media coverage came 2 weeks before we intended to start trading, we worked extremely hard to get all orders to their destinations as timely as possible. We thank everyone who gave constructive feedback during this time. That feedback allowed us to improve our systems and make for a better service.



Barry Packing Orders

We love feedback! It helps us learn and keeps us on the right track. Please feel free to email us at anytime to give your thoughts on what we've done well or what we could improve.

If you'd like to help us get our business out there, contact us and we can send some more promotional cards for you to distribute.



Grapefruit bins ready for the local packing sheds

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Seasonal notes on our fruit

This season has seen light crops across Australia's southern citrus growing regions due to extreme heat last spring while trees were setting crops. This along with mild summer and autumn conditions has led to large fruit that is approximately 2 weeks earlier than normal and eats extremely well.

- We have moved from Leng (early) navels onto Washington (mid season) navels. Washingtons are Australia's main mid season navel as their size and eating quality is unmatched at this time of year.
- Tangelos are now ripe and can be ordered anytime from now on.



Imperial mandarin on the left and the larger Tangelo on the right.

Tangelos are large (between an orange and mandarin in size) easy to peel fruit that are extremely juicy. They have virtually no seeds and deep orange/red coloured skins. Oh they also taste great and are healthy!

- We will soon change mandarin varieties from Imperial (early season) to Afourer (mid season) mandarin. Afourers are quite a new and improved mandarin that just needs to be experienced, they have very few seeds, are easy to peel and are very sweet. You won't be disappointed!



Imperial mandarin on the left and Afourer mandarin on the right

Notes on

www.freshcitrusdirect.com.au

- *Paypal has been added as a payment option for those with paypal accounts.
- *We are now on Facebook! Join [our group](#) to see what we're up to and what people are saying about our fruit.
- *To save yourself some money when ordering boxes of fruit:
1x10kg = \$37 cheaper than **2 x 5kg = \$50**
1x15kg = \$50 cheaper than **5kg+10kg=\$62**
 The citrus mix option can be used to get different varieties in the same box.

Once again, thanks to everyone for your support!

Kind Regards The Arnold Family