



Fresh from the Farmer to you!

2010 Season Update #2

Hi all, welcome to the second edition of our season update. These updates are intended to keep you informed of what we're up to and how the citrus season is progressing.

We had only just started our Facebook group when the last update was posted and now we have over 350 members. Its a great way for people to share their experience and for us to keep you updated as things happen in the orchard.



Join our Facebook group. We also invite you to leave your comments about our products on our FB wall.



It has been steady sailing for Fresh Citrus Direct since our last update. We have a great core of repeat buyers who keep us busy each week. There seems to be new customers every week that have heard of us through one of their friends and we can't thank those people enough for spreading the word.

We have also been putting in effort to get the Fresh Citrus Direct word out. Michael recently pounded the pavement doing some letter box drops in Adelaide. He also did an interview that saw us featured in the Australian Citrus News Magazine. Tim has been doing some online advertising. We are sponsoring East Adelaide Primary School's Quiz Night.



Look for this banner and this man (Barry Arnold) at the Cleve Field Days Aug 10 - 12

Barry is manning a site at the Cleve Field Days on August 10 -12. He will have fruit there for people to sample so if you are in the area go and say G'day.

Fresh citrus makes a great gift! Some customers have used the ability to enter a shipping address other than their billing address to send an order from themselves to someone else. This has worked well and gives people the opportunity to send fruit as a healthy gift to a loved one.



www.freshcitrusdirect.com.au
Fresh from the Farmer to you!

5kg boxes now \$20

BUY HERE

Now posting to
SA, VIC & NSW



Fresh from the Farmer to you!

2010 Season Update #2

Seasonal notes on our fruit

We are just over 2/3rds of the way through the season. Every variety is well advanced due to last summer's weather conditions. As we only want to sell you fruit at it's best we may have to finish up a little earlier than intended for some varieties.

- Tangelos are currently absolutely delicious. They have been very well received by customers that have tried them with most comments being about just how juicy they are. Tangelos wont become internally over ripe for a while yet but their skins may. When they become too puffy we will have to stop selling until next season. Keep an eye on the website and Face book page on their availability.
- Afourer Mandarins are our current mandarin variety. They are magnificent at the moment and should remain so for sometime yet. They generally have only a few seeds are very sweet and are quite juicy for a mandarin. This is our second crop of this variety and we are more than impressed.

- We have changed Navel Orange varieties a couple of times already this year. Currently we are picking Wilson Navels and will soon move onto Hutton Navel. Most Navel varieties are only slight variants of the common Washington and so they all taste very similar but become ripe at different times of the season.



Glen, one of our pickers. Picking navels for a local packing shed.

Notes on

www.freshcitrusdirect.com.au

- * A deal negotiated with Australia Post has allowed us to cut our 5kg box price to \$20 and opened up posting to NSW.

Remember

- * To save yourself some money when ordering boxes of fruit:
1x10kg = \$37 cheaper than **2 x 5kg = \$40**
1x15kg = \$50 cheaper than **5kg+10kg=\$57**

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



Young Afourer Mandarin trees with a nice crop of their delicious fruit.