

# Delytics Helps Citrus Australia with Consistent Quality Taste



Delytics' crop quality expertise and ability to analyse complex data helped Citrus Australia identify the maturity measures for the Australian Citrus Quality Standards.

The new standards were introduced in 2014 to assist Australian citrus growers, packers, marketers and retailers deliver quality citrus that consumers will enjoy eating and want to repeat purchase.

Before setting the standards, Citrus Australia had to first determine the maturity parameters for oranges and mandarins that would consistently meet consumer preferences for juiciness and taste.

In 2013 Citrus Australia engaged Delytics to analyse taste panel data collected across Australia. The data included detailed taste responses from approximately 1200 consumers and information about their socio-demographics, shopping and fruit eating habits. The research team found the data challenging to interpret and Citrus Australia commissioned Delytics to help.



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Citrus Australia CEO, Nathan Hancock says, “We wanted the research to deliver commercial outcomes. We set out to get answers that we could comfortably take to our industry and say, ‘if you meet this standard, the likelihood of sales increasing is this percentage’, but conventional statistics couldn’t make sense of the data. That’s where Delytics really made a difference. They were able to find patterns in the data and then explain it to us in a very clear and concise way that we were able to extend to our growers. Delytics helped us get a commercially achievable outcome from this project. The information that came out of their analysis is the backbone of our national standards, which is a really positive thing for our industry. Their input has been very, very useful.”



Delytics Managing Director Mark Loeffen (left) with Citrus Australia CEO Nathan Hancock.

“Delytics was able to analyse our mandarin and navel orange evaluation work quite quickly. They provided us with a very clear, easy to understand curve of acceptance graph for each of those crops that linked the consumer liking and repurchase data responses to the BrimA scale that Citrus Australia adopted as the new industry standard. They’ve got an excellent understanding of fruit variability and how that can relate to the range of responses you get in a consumer pattern. There are probably not many people in the world that would have that skill and expertise.”



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Verifying the taste thresholds that will encourage more Australian consumers to eat and purchase more citrus has been a major focus for Citrus Australia for many years.

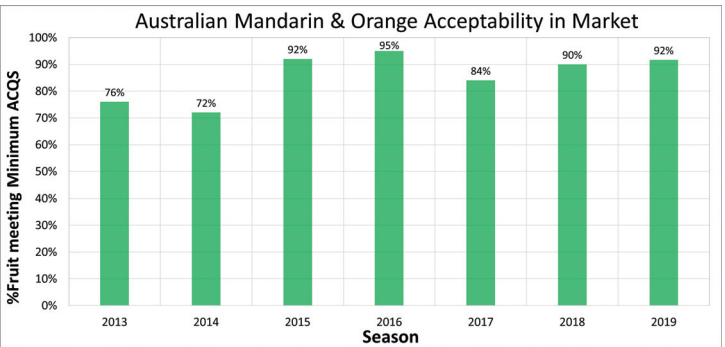
remained consistent despite a challenging growing season in 2017. Prior to 2014, a third of all mandarins and oranges were not liked by consumers. By 2016 that had dropped to only 1 in 20.



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In a recent report to Hort Innovation, Citrus Australia summed up the improvements by stating, “One of the major supermarket chains is of the firm view that strong sales, repeat purchases and category growth are directly linked to the development and implementation of the Australian Citrus Quality Standards.”

Nathan says, “We knew the only way we could really achieve our goal was to make sure we presented consumers with fruit that would delight them every time they ate it. The robustness of Delytics’ analysis gave us a lot of confidence that we had tapped into the real consumer demand for quality in our industry.”



“The Delytics team are great to work with. It’s pretty unusual to be able to sit down with people who are so passionate and focused on fruit quality. These guys can understand exactly what’s happening on the orchard, in the packhouse and in the market place and they are very good at relating to the actual supply chain. They’ve got the technical skills and communication skills as well so it’s really good working with them.”

Retail data shows that the vast majority of Australian mandarins and navel oranges have been liked by consumers since the Australian Citrus Quality Standards (ACQS) were adopted in 2014.

Since the Australian Citrus Quality Standards were adopted in 2014, supermarket monitoring has shown a significant improvement in the consumer acceptability of Australian mandarins and navel oranges, which has

Citrus Australia stated in the report, “By consistently producing high quality fruit that achieves consumer expectations, the Australian citrus industry has proven itself to be a genuine global contender and competitive against even the most efficient citrus producers in the world.”

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