

Could you also please advise Senator Cook that there are supplementary answers the question he raised regarding valued added activities. I responded that no new trees would be planted to meet any increased opportunities for the juice market as the juicing product has the lowest price and would not sustain a farming enterprise. While this is true it is important to note that juicing (and other value adding activities) is a very important part of the mix of activities – value adding in this sense provides a return on fruit that may not meet specifications for other markets and in many instances avoids the dumping of unsuitable product in consumer markets – this helps increase the average price paid for all product from a farming enterprise.

Regards

John

**John Webster**

Managing Director

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