



## Media Release

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### AFPA welcomes improved market access for Australian table grapes to Japan

The Australian Fresh Produce Alliance (AFPA) welcomes the announcement that Japan has approved expanded market access for Australian table grapes. This development marks a significant milestone in the ongoing efforts to enhance two-way trade between Australia and Japan.

AFPA CEO, Claire McClelland, expressed strong support for the increased market access, highlighting the positive impact it will have on the table grape sector. "This is fantastic news for Australia's table grape growers. The trade of table grapes to Japan had been in decline due to the lack of access for our premium varieties. With this approval, we can now offer Japanese consumers our best table grapes, revitalising and strengthening our trade relations."

"Japan has long been a valued trading partner for Australia, and this announcement underscores the mutual benefits of open and enhanced trade channels. Increasing trade with Japan not only bolsters our agricultural industry, but also reinforces the strong economic and cultural ties between our two nations," said Ms McClelland.

The approval for new varieties of grapes to enter the Japanese market comes at a crucial time, offering renewed opportunities for Australian growers. "Growing trade is how we continue to grow the industry. It supports the viability of our sector, creates jobs, and stimulates the local economy. By expanding our export options, we ensure a more resilient and robust agricultural sector."

Increasing trade plays a critical role in supporting domestic price stability and supply resilience. By opening up new markets, the fresh produce industry can better manage supply and demand dynamics, ensuring that Australian consumers benefit from more stable prices. Moreover, the increased competition and exchange of ideas drive innovation within our industry, leading to improved practices and products.

Ms McClelland acknowledged the Australian Government's ongoing efforts to support greater market access for fresh produce. "We commend the Australian Government, especially the Department of Agriculture, Fisheries and Forestry and representatives in Japan, for their commitment to securing and expanding market access for our fresh produce. Increased Government effort is crucial to opening up new opportunities for our growers and ensuring the sustainability and growth of our agricultural sector."

The AFPA has also been actively involved in building greater industry-to-industry connections with Japan. In December 2022 and March 2024, delegations of Australia's major fresh produce suppliers travelled to Japan to strengthen these relationships and learn how Australia can better meet Japan's growing market needs. These visits have played a crucial role in facilitating dialogues and fostering collaborations between both countries and helped to pave the way for enhanced market access.

The AFPA is committed to working closely with the Australian Government, industry stakeholders, and Japanese partners to maximise the benefits of this new market access. "We are eager to build on this positive momentum and continue exploring avenues for growth and collaboration. This announcement is a testament to the strength of our partnership with Japan and our shared commitment to agricultural excellence," Ms McClelland concluded.

**Media Contact:** Claire McClelland - CEO, AFPA: 0400 158 193

***About the AFPA** - The Australian Fresh Produce Alliance (AFPA) is made up of Australia's key fresh produce growers and suppliers. The AFPA represents half the \$12 billion total industry turnover of the Australian fresh produce (fruit and vegetables); 1,000 plus growers through commercial arrangements and more than 15,000 direct employees through peak harvest, and up to 25,000 in the grower network.*