

MEDIA RELEASE

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Export Protocols required for continued growth in Fresh Produce Exports

This week the Australian Fresh Produce industry is working in Hong Kong to develop Australia's export markets across Asia.

Asia Fruit Logistica (4-6 September) is a key international trade show for the Australian fresh produce industry to promote Australia's produce to customers and buyers across Asia. The Australian Fresh Produce Alliance (AFPA) is supporting the Australian pavilion 'Taste Australia' managed by Hort Innovation, and the broader Australian presence across the trade show.

"The Australian presence at Asia Fruit Logistica has grown every year highlighting industry's commitment to exporting Australia's high quality produce around the world. Australia's fresh produce exports support rural and regional communities with a range of jobs and growing companies providing investment and infrastructure" said Michael Rogers, AFPA CEO.

"The Australian fresh produce industry needs new export protocols, particularly for China and Japan, to continue building our export markets. Industry strongly supports new free trade agreements which lower tariffs and quotas but this must go hand in hand with new and better export protocols which provide the technical or treatment arrangements for produce exported from Australia".

"Over the last 5 years, horticulture has been the fastest growing sector in agriculture underpinned by an increase in exports. Horticulture exports are nearly \$2.8 billion for the last financial year – a 27 per cent increase on the previous year. Horticultural exports to China have nearly doubled over the past financial year from \$424 million to \$834 million" said Mr Rogers.

"We need Australian Government action on negotiating technical export protocols to allow more of Australia's fresh produce to be exported to China, Japan, Korea, and the range of key export markets for Australia's fruit and vegetable farmers. A whole of government approach is needed to bring together the full capability of the Australian Government to negotiating technical market access protocols for the Australian Fresh Produce industry" said Mr Rogers.

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About the Australian Fresh Produce Alliance (AFPA):

The Australian Fresh Produce Alliance (AFPA) is made up of Australia's key fresh produce growers and suppliers. The members include Costa Group, Perfection Fresh, Montague, One Harvest, Pinata Farms, Fresh Select, Mitolo Group, Mackay's Banana Marketing, Driscoll's, 2PH Farms, LaManna Premier Group, Rugby Farming, Freshmax and Fresh Produce Group. These businesses represent half the industry turnover of the Australian fresh produce (fruit and vegetables) sector - \$4.5 billion of the \$9.1 billion total; 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.

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