

Tuesday, August 1

## Export markets to Taste Australia through mammoth horticulture trade drive

Hort Innovation today launched the biggest ever trade push in Australian horticulture's history with an ambitious plan to significantly grow exports by 2025, complementing an investment of more than \$10.5M into trade activities over the next year.

Officially announced by Assistant Minister for Agriculture and Water Resources, Senator Anne Ruston, a key component of the initiative is the new 'Taste Australia' in-market export activity, which will help promote premium Australian produce in current and future markets. The plan will also see more research and development (R&D) to grow market access, and increased support for current and aspiring exporters.

Hort Innovation chair Selwyn Snell said the potential for growth is significant given Australia's solid reputation for producing high-quality produce, wide untapped opportunities, and the industry's appetite for trade.

"Australia is known for delivering high-end produce that has undergone the most rigorous food safety inspections along all stages of the supply chain," he said. "We want to build upon that. The first way we are doing this is through Taste Australia, which tells the unique story of Australian horticulture products."

"Our country is known for our great lifestyle with our sunshine, appealing farms, beaches and landscapes, all of which is conveyed through this new in-market activity giving international consumers a sense of Australia every time they buy and eat Australian fruit, vegetable and nuts."

Developed in consultation with growers, State and Federal Government agencies and other trade stakeholders, Taste Australia will be launched with more than 200 industry representatives at Asia Fruit Logistica in Hong Kong next month. That will kick off a six-month tour of trade show events in Dubai, Beijing, Shanghai and Tokyo.

Mr Snell said this year, Hort Innovation will invest 40 per cent more on trade show efforts than last year and growers and industry representative participation in overseas promotional activities will rise by 30 per cent.

"The focus will be on getting Australian produce and growers, exporters and other industry representatives in front of potential buyers, and building on those networks," he said.

Hort Innovation will also continue to collectively work with a number of Research and Development Corporations including Dairy Australia, Wine Australia and Meat and Livestock Australia to showcase premium food and beverages at events overseas under the 'Taste Australia' banner.

Back home in Australia, Hort Innovation is investing more than \$10.5M in trade-related R&D activities over the next year and is set to boost its investment across areas such as biosecurity, pre-export produce treatments, and supply chain efficiencies.

As part of this new export push, Hort Innovation has worked with industry to set trade targets, which were developed in consideration of future production forecasts, building industry capacity and a growing middle class across Asia. A snapshot includes:

- Increase the value of **vegetable** exports to \$315 million, or by 40 per cent, by 2020 through relationship building, working with industry to get export ready, boosting supply chain efficiencies and overseas activities.



- Invest an estimated \$31.48 million over the next five years into **avocado** research and development, to create a potential impact of \$212 million. By 2021, over 10 per cent of production will be exported to markets who are willing to pay a premium for quality Australian avocados.
- Export 12,000 tonnes of **cherries** by 2020/21, an increase of 340 per cent over the 2015 levels. This equates to a 16.5 per cent year-on-year growth over a five-year period. Industry reports that the bulk of this development is expected to occur in Tasmania and Victoria
- Increase **almond** export sales from 64,000 tonnes in 2016 to 110,000 tonnes in 2022 through the development of improved harvesting techniques and pest management, novel technology to reduce labour costs and more.
- In **olives**, continue to support established and growing high-margin export market opportunities in China and Asia for high quality olive oil through an anticipated \$2.75 million over the next five years in R&D and extension activities.
- By 2021, increase exports of Australian **strawberries** from four per cent to at least eight per cent of national production by volume, in selected markets with a capacity and willingness to pay a premium for quality fruit.

This trade push is funded by Hort Innovation using industry research, development and marketing levies and funds from the Australian Government with some activities supported by co-investment from research and trade partners.

See more information about [trade data](#) and individual sectors' export plans on the [Hort Innovation website](#).

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