

**MINISTER FOR TRADE, TOURISM AND INVESTMENT**

The Hon Steven Ciobo MP

**MINISTER FOR AGRICULTURE AND WATER RESOURCES**

The Hon David Littleproud MP

**JOINT MEDIA RELEASE**

**NEW GUIDE FOR AUSTRALIAN FRUIT AND VEGETABLE EXPORTERS**

27 April 2018

Australian fruit and vegetable exporters wanting to go global can now access advice on every step of the export journey in a single online guide.

Minister for Trade, Tourism and Investment, Steven Ciobo, and the Minister for Agriculture and Water Resources, David Littleproud, today launched, *'Fresh fruit and vegetable export requirements: A guide for Australian business'* a Turnbull Coalition Government initiative ensuring Australia's horticulture producers have the necessary information to capitalise on the sizeable business opportunities on our doorstep.

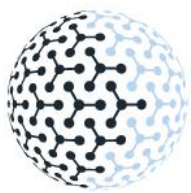
Minister Ciobo said Australia's premium-quality produce was highly prized by overseas buyers.

"The Turnbull Coalition Government is pursuing the most ambitious trade agenda in our country's history, opening new doors for more Australian exporters to sell their top quality, clean, green and safe produce to more markets worldwide," the Minister said.

"Australia's agricultural products are a sought-after commodity, and this guide will help producers benefit from Australia's strong reputation, providing current information on market regulations and expectations and links to the correct export documents and templates," he added.

Minister Ciobo said Australia's proximity to Asia gave local producers the advantage of shorter transport times, allowing them to deliver fresher, more attractive fruit, often in counter-seasonal months or times of short overseas supply.

"We're working on the principle that forewarned is forearmed. We want to ensure businesses – particularly new exporters - are aware of and comply with, key requirements and



regulations, so they have a safe and smooth experience and continue to generate export dollars for Australia.”

The farm gate-to-overseas market guide is the first time both Government and industry advice about the export journey for producers has been collated in a single place, making it easier for potential exporters to expand their businesses, creating jobs and boost Australia’s economy.

Minister for Agriculture and Water Resources, David Littleproud said Australia’s premium produce was in demand the world over.

“We’ve produced a simple guide to help exporters send Aussie farm produce around the globe,” Minister Littleproud said.

“We’re making exporting Aussie produce as easy as possible,” he said.

“We’re doing this so more of our exporters will send more Aussie food all over the world, giving our farmers more selling options and our rural towns more jobs.”

The value of Australian fresh horticulture exports has nearly tripled over the past five years, growing from \$846.5 million in 2012 to \$2.11 billion in 2017, according to the IHS Global Trade Atlas (2018). Fresh fruit exports are generating more than half this value, with citrus (\$423.1 million) and table grapes (\$373.3 million) the standouts.

China has emerged as Australia’s most significant horticultural export market, accounting for nearly one in five dollars of value generated from horticulture exports (19%), and has maintained an average annual growth rate of over 200% over the last 5 years.

The guide is jointly produced by Austrade and DAWR, with assistance from DFAT, Hort Innovation, the Australian Horticultural Exporters' and Importers' Association and the Export Council of Australia.

The guide is available here: <https://www.austrade.gov.au/fresh-fruit-veg/>

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