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Driving a 40 per cent rise in vegetable exports

The future is bright for Australia's vegetable industry, following the release of an industry strategy that aims to increase the value of vegetable exports to \$315 million, or 40 per cent, by 2020.

The *Vegetable Industry Export Strategy 2020*, being delivered by Horticulture Innovation Australia (Hort Innovation) and developed in conjunction with AUSVEG, outlines a range of methods to help more growers and the wider industry export Australian vegetables to overseas markets.

Hort Innovation Chief Executive John Lloyd said: "The Australian vegetable industry has a huge appetite for export growth and there is a lot of untapped potential there. Horticulture Innovation Australia is working with growers and AUSVEG to do everything it can to drive this growth and develop a financially sustainable vegetable export sector".

Mr Lloyd said currently, vegetables make up around five per cent of national export production and through relationship building, working with industry to get it export ready, boosting supply chain efficiencies and overseas activities that figure could significantly rise.

"With all the necessary mechanisms in place, the Australian vegetable industry could increase its exports by 40 per cent within four years, and close to double exports within the next decade."

AUSVEG National Manager – Export Development Michael Coote said data from the Global Trade Atlas and the Australian Bureau of Statistics showed Australia exported around 210,000 tonnes of vegetables valued at \$227 million this past financial year.

In comparison, the strategy outlines an industry target of 310,000 tonnes of vegetable exports by 2020.

"The Australian vegetable industry has invested significantly in export development to help growers successfully export fresh Australian vegetables. The development of these markets is critical to the long-term viability of the industry," Mr Coote said.

"The strategy will ensure vegetable exports are treated as a long-term channel to market by delivering industry-specific export training programs for growers, increasing the range of opportunities for growers to connect directly with overseas buyers and exploring product development and collaboration opportunities to determine the best products or business models for export success."

See the *Vegetable Industry Export Market Development Strategy 2020* summary [here](#). To access the full strategy, contact AUSVEG on (03) 9882 0277.

Horticulture Innovation Australia delivers \$120 million in research, development, trade and marketing activities across the horticulture industry each year with funding from the Australian Government, grower levies and other sources. AUSVEG is the leading horticultural body representing Australia's vegetable and potato growers.

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