

Horticulture Innovation Australia

Final Report

Export development for Australian cherries

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Cherry Growers of Australia Inc.

Project Number: CY12007

CY12007

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Summary

The growth of the Australian cherry industry over the last 5 years has made it imperative for the Australian Cherry industry to gain:

- new access to export markets both regulated and unregulated;
- seek commercial market improvement in both regulated and unregulated markets; and
- maintaining existing markets.

In the last 4 years the industry has gone from exporting 1200 tonnes valued at around \$25 million to the 2015/16 season of 5600 tonnes valued at \$77 million into over 30 markets and has expected growth targets out to 2020 of another 5,000-6000 tonnes so a value of \$150 million. (See Attachment A - Australian Export Plan Draft June 2016).

CY12007 is a continuation of Project CY11017 to ensure that the market access and development work on behalf of the industry continues as a key component of the work being undertaken by the Australian Cherry Industry. This is particularly important in regards to maintenance of existing markets and ensuring opportunities for further development in those markets are taken up in fluctuating export and trade environment that Australia finds itself.

A key focus of the project will be to build on the export culture already being developed among Australian Cherry growers across the growing regions for regulated or unregulated markets. It is important that exporting growers are fully informed of requirements, not just relating to protocols but also required fruit quality specifications.

The revamped Cherry Export Manual and the IPDM calendar provide much of this information for growers and exporters wanting to undertake interstate trade, trade to unregulated and regulated markets globally and regional workshops and training and also representation through CGA for the Australian Cherry industry at relevant international trade fairs and other events.

Visiting export markets and countries is another effective way in which growers can gain more knowledge about export and trade. The feasibility of future grower study tours to export markets therefore, was investigated under this project and has commenced.

Clearly export protocols for importing countries are a key component for all growers and exporters. Accordingly the activities under this project will have close linkages with federal agencies Agriculture and Water Resources (DAWR) and Foreign Affairs and Trade (DFAT) to ensure that growers are kept informed of changes and/or new developments through CGA representation and input to discussions on protocols and other export operational issues.

The project investigated the feasibility of an export registration system for Australian growers from all regions to be introduced in the future and this was set up in close co-operation with DAWR in 2014/15 season that was evaluated and set up for the 2015/16 season and planned for the 2016/17 season.

Following a workshop of all key growers and experts in Melbourne in late February 2014 the **Australian Cherry Industry Biosecurity Management Program and Framework (BMPF)** was developed (see Attachments B and C).

This approach has the endorsement of all growers and exporters of cherry fruit and is the new way of looking at what the Australian cherry industry need to achieve to reach the objectives of:

- Increasing exports to 40 - 50% of the annual crop by 2017-2022;
- Increased airfreight access as a priority to all importing markets;
- Ensuring there are commercially viable protocols in place; and
- Providing tools and processes that can be used by all stakeholders for the next 10 years in market negotiations and beyond.

The CY12007 project has been a catalyst for immense amount of work being undertaken by the Australian cherry industry in conjunction with:

- Work done by a number of State Agencies with their respective state growers has assisted in trade missions, research and assisting regional area development;
- The effort by individual growers and exporters on overseas trips addressing a range of markets, and developing market intelligence and supply chain meetings;
- Australian exporting companies communicating with importing companies, work linked to Austrade, commercial retail and Australian embassy requests;
- CGA as an original member of Australia Fresh, attending trade mission and trade shows, not just as the CGA office but assisting smaller exporters and those newly entering export trade through trade shows and events;
- Funding from DAWR through the PASE project; and
- Funding from commercial sponsors.

Keywords

Market Access

Market Improvement

Export and Trade

Biosecurity Management Programme

Cherry Export Manual

IPDM Calendar

Communication with all grower and exporters in the Australian Cherry Industry and other key stake holders

Extension services

Training and workshops

Crop monitoring

Website

Electronic and hard copy communication

Newsletter

Growing regions

Introduction

Work on market access and development has been pursued over several years and with Australian Cherry production continuing to increase, this work is more important than ever. The export market opportunities will need to be further developed to accommodate the increased volumes.

When this project was developed the status for regulated Asian markets were:

- Taiwan for PFA and cold treatment
- Thailand for PFA and cold treatment
- Korea (currently Tasmania only),
- Japan (currently Tasmania only) and
- China in 2014 for Tasmania only and cold treatment.

However since then other markets that made changes to import requirements, such as Vietnam so the market development and commercial market improvement work has to continue to ensure the Australian Cherry industry is well placed to take up opportunities that may arise.

Market Access, Market Improvement, Market Maintenance are high priorities within the current Australian Cherry Industry Strategic Plan 2012-17 and are being pursued through this project CY12007.

Cherry growers need to be fully informed when making the decision to export and tools such as the Cherry Export Manual must be kept current and made available to all cherry growers. The IPDM poster is another valuable tool for growers.

Several key cherry growers have not had the opportunity to visit export markets and this needs to be considered as a potential activity to be initiated from CGA and has occurred over the past 5 years with this project and also in conjunction with State Agency trips organized by Victoria, South Australia and New South Wales.

CGA remains in regular contact with DAWR and recently HIA regarding market access, market improvement, export protocol matters and plant export operations.

It is important that this relationship is maintained, to ensure industry is kept informed and can work to gain better market improvement as an ongoing process.

CGA will also continue to work in co-operation with DAWR and more recently HIA to facilitate arrangements for incoming delegations from export destinations.

It is important for the industry that Australian cherries establish and maintain a presence in export markets and an effective means of achieving this is to participate in market visits and attend trade fairs and symposiums. There is also a need for more trade and market maintenance in the domestic market too.

Over the first two years of this project, there has been some considerable discussion on how we work to boost out exports to 50 % of the annual crop to non- protocol and protocol markets.

The advent of new protocol markets coming on line such as PR of China and re entry back into Thailand and changes needs to other current protocols has focused the industry to provide

AIRFREIGHT PROTOCOL options to all markets and to use our proximity to Asian markets for commercial advantage.

This needs to be backed up by all exporters being export ready and to deal with the issues facing to export, especially into protocol markets.

The Australian cherry industry has been working inside the parameters of the Australian Cherry Industry Biosecurity Management Programme and Framework (BMPF) to achieve the following:

"Australian cherries are free from pests and diseases of quarantine concern"

The BMPF takes a holistic approach across all market access, market improvement and market maintenance, so when Department of Agriculture and Water Resources and Department of Foreign Affairs and Trade and or the Australian Cherry Industry are in:

- negotiation and trade meetings at all levels, with importing countries where there are non protocol arrangements;
- negotiation and trade meetings at all levels with importing countries which we have a current protocol with;
- negotiation meetings and trade at all levels with countries looking to put in place a protocol; and
- where there are trade missions and trade shows.

The negotiation teams are fully aware of:

- how our industry is managed;
- the activities being undertaken; and
- our aspirations for market access, market refinement and market maintenance that will provide commercially viable trade across the range of productive cherry regions in Australia seeking to export cherry fruit into any country across the globe.

Cherry exports out of Australia were 5600 tonnes or 2% of all Australian fruit exports, yet were 12% of the total value. There is strong demand for Australian cherries for the full 3-4 month season.

The industry can supply that in unregulated markets yet have limited supply opportunities in regulated markets and want to see that imbalance rectified by commercially viable airfreight opportunities being achieved onto these key Asian protocol markets.

Methodology

The following methodology was used for this project:

To improve export capability, the following methodology, including tasks and projects were identified and undertaken in CY12007:

1. To maintain links with the relevant Government and other associated organisations.
2. Provide the opportunity for input from growers and exporters in planning activities and issues to be pursued by way of workshops, emails and forums etc.
3. Ongoing review and updating of export protocols in collaboration with DAWR. Facilitate the preparation of industry responses as required by Government relating to market access, market improvement and maintenance issues.
4. Facilitation of an industry presence at key international events, ie trade fairs and/or symposiums and encourage participation from industry growers and exporters.
5. Seek out articles and information & statistics relating to relevant export markets in order to provide ongoing market information to industry members through the "Export Culture" section of the CGA newsletter.
6. Provide information to growers, eg Cherry Export Manual, IPDM Calendar etc.
7. Investigate feasibility of a national export registration system by approaching FGT to analyse the processes currently utilised in their model as a starting point.
8. Seek input from growers in regard to a potential study tour of existing and potential markets and ascertain the level of commitment should such a project be pursued by CGA on their behalf.
9. Utilising services of the Office of Horticultural Market Access in HAL and the new arrangements with the Trade and Export Unit in HIA.
10. Employ a Export Development Officer to collate all the information required for the Australian Cherry Industry Biosecurity Management Program, identify any gaps for future research and work with the Tasmanian Institute of Agriculture to run extension and training workshops as part of the National Development Program run by them and CGA CY12023.
11. Revamp the Cherry Export manual and IPDM calendar to coincide with this broader approach being taken and provide a central registration point for exporters using the FGT model as a guide.

As the project progressed it was broadened out in late 2014 and extended for 18 months. Key activities undertaken during this phase are listed below and linked to the previously described Methodology (previous page). Collectively, the original project and variations have greatly increased industry's export capability and linkages with all stakeholders (DAWR, state agencies, researchers etc.).

Variation February 2015

Additional BMP development activities:

- Review current export season; review export guidelines, registration system and training materials; plan future BMP work;
- Trapping and monitoring data — establish framework for recording data; develop system for approval of 3rd parties for monitoring; collate and analyse data;
- Incorporate new research data into BMP — brown sugar flotation and climate mapping; participation in National Fruit Fly RD&E planning;
- Meetings with CEWG and DAWR.

Additional costs for inspections and audits by quarantine inspectors from China, Thailand, Taiwan & Korea

- Work with DAWR to facilitate planned audit visits that could come from Korea, China and Thailand linked to market improvement requirements for cherries including discussion, farm visits and technical meetings.

Development of markets in Thailand, USA, China, Taiwan, Korea.

- Participation in cross commodity visits with DFAT and DAWR in Thailand, China, Taiwan, Korea and in Australia, to have official/technical meetings with government agencies in both countries and also meeting with importers and retailers.
- Meetings with Cherries Export Working Group to review the 2014/15 season and plan for the coming season in regard to supply chain and trade matters.

Variation August 2015

The proposed activities to be undertaken during the period 1/7/15 to 30/11/15 by project budget category include:

Market Access & Maintenance of Existing and New Export Markets

- Attendance at Asia Fruit Logistica and China Fruit & Vegetable Trade Fairs in September 2015.
- Provision for at least one overseas trip for bilateral meetings / discussions. Potential countries include China, Thailand, Vietnam and Korea.

Industry input to Export protocol development & incoming delegations from Export destinations

- Trips and time for meetings with HEICC, DOA, ECODEV Victoria and HIA in relation to market access and improvement.
- Provision for at least 1 incoming overseas delegation for either bilateral discussion, or industry audits. Potential countries include China, Thailand, Vietnam and Korea.

Development of Export culture among Australian cherry growers and Meeting export protocols & achieving export fruit quality specification.

- Review, updating, printing and distribution of Cherry Export Manual and IPDM Calendar for 2015/16 season.

National Export Registration system & Grower Study Tour feasibility studies

- Preparation of export registration documents and procedures in collaboration with DAWR.
- Communication of export registration period to industry and processing of export registration forms for mainland growers, packing houses and treatment facilities.
- Conducting of export registration and training workshops in major mainland growing regions.

BMP Extension

- For activities which need to continue to be undertaken in relation to the BMP document for the 2015/16 season and beyond.
- Many of these activities are currently being undertaken and will be ongoing beyond the end of this project variation period, however it is important that momentum is not lost by reducing or ceasing activities during the interim period whilst industry consultation in relation to priorities for new R&D projects is being undertaken.

Variation February 2016 out to 27 May 2016

- The ongoing liaison and work done by CGA National Office and BMP Consultants, with work linked to the State Agencies and DAWR on key aspects of the Biosecurity Management Programme and Framework
- Working with DAWR and HIA on market improvement program and working with any audit and bilateral teams coming out, as has been suggested from China ,Korea (16-18 December 2015) and USA, China and Taiwan (February/March 2016).

Market Access & Maintenance of Existing and New Export Markets.

- CGA CEO time including representation and meetings, as well as other potential bilateral meetings. Also in this area is the day to day liaison and work on the Australian Cherry Industry Export Plan 2016 and the Biosecurity Management Framework 2016 with key stakeholders (growers, exporters, state agencies and the Federal Government).
- The Cherry Export Plan review has been identified and to be carried out by May 2016.

Industry input to Export protocol development & incoming delegations from Export destinations.

- Provision for meetings and travel costs in relation to market access/improvement meetings with DAWR, HEICC, PHA, VIC, NSW & SA governments and HIA.
- CGA CEO work in relation to market access / improvements and incoming delegations. Including Liaison with growers, HIA, DAWR and other PIBs, including follow-up with visiting delegations e.g. China/Korea December 2015.

Development of Export culture among Australian cherry growers and Meeting export protocols & achieving export fruit quality specification.

- Consultant input and ongoing review and update of materials for 2015/16 Export Manual.

- A review of other 2015/16 season and commencement and planning of documents for the 2016/17 season.
- Distribution of Cherry Export Manuals to export registered growers (October/November 2015).

National Export Registration system & Grower Study Tour feasibility studies.

- Ongoing management of export registrations and collection of pest trapping data.
- Development of a nationally approved trapping and monitoring program, including validation pathways in collaborations with state agencies from VIC, NSW, SA, TAS and WA in relation to domestic interstate trade and international market improvement and access opportunities.
- Working with regional and local area projects such as the Adelaide Hills (SA - PFA status pending), the PFPP in the Yarra Valley (VIC) and the ALPP in the Young Harden area and also Orange in NSW.

BMPF Extension.

- Consultants time regarding updating and reviewing of the BMP document to work with industry, DAWR, HIA and state agencies and importing countries.
- This also linked to current research projects looking at Brown Sugar Flootation, the approved trapping and monitoring program and changes across global markets in relation to market access and improvement opportunities.
- New draft of Australian cherry Export Plan May 2016.

Also the CY12007 project was reviewed by HIA in December 2015 and discussion is provided through 2 reports:

- February 2016 - Independent review of horticultural Trade Development Projects by Mckinna *et al* – Project Number MT15025;
- February 2016 - Independent review of market development project CY12007 - Export development for Australian Cherries by Mckinna *et al*.

Recommendations from the reports will assist HIA and the industry to develop a new tender for the next 3 years to be released shortly and in place by 1 July 2016.

Outputs

1. Links maintained with Government and other associated organisations to ensure that CGA is well informed on market access issues. **Ongoing.**
2. Dissemination of information to growers and exporters so that they can make informed contribution to planning of activities and to strategies to be followed. **Ongoing.**
3. Facilitate the annual review, reproduction and distribution of the Cherry Export Manual and IPDM Calendar. **Completed.**
4. Seek input from growers regarding protocol reviews and associated issues through sub committees/workshops etc. **Completed.**
5. Increase the profile of Australian cherries in the global market by participating in events such as market visits and participation in international trade fairs. **Undertaken.**
6. Develop a report and recommendation on the feasibility of a national export registration system, incorporating input from growers and exporters. Presentation of the report for discussion at workshop/forum set up for this purpose. **Set up and working well with DAWR and FGT.**
7. Evaluate outcomes of grower input to a potential study tour of export markets and provide a report with recommendations/proposals. **Done and tours undertaken with State Agencies in NSW, VIC and SA.**
8. Facilitate programs for incoming delegations from export market destinations. **Done with DAWR over the life of the project.**

With the extension and variations on the project New Outputs and expected timelines included were:

- Are You Export Ready Guide; June 2014. **Completed.**
- Guide to the Export Readiness Checklist; June 2014. **Completed.**
- National Australian Cherry Industry Export and Biosecurity Manual and the IPDM Calendar to be expanded to cover all monitoring and diseases in electronic and hard copy linked to CGA Website. This would include pulling all the research outcomes available relating to end point treatments and processing treatments, pest free zone data and systems and PFA requirements; End of July 2014. **Completed and reviewed in 2015 and to be done for 2016.**
- Referral and information service for exporters ie 1800EXPORTCHERRY and central database; August 2014. **Still in discussions.**
- Regional workshops for information and training July/August/September 2014 depending on growing regions. **Completed in 2014/15 and 2015/16 seasons and being developed for 2016/17 season.**
- Adapting FGT model nationally for export registration from single desk, co-ordinated by CGA through Industry Export officer or by each State Association as a service to their members. Pilot in 2014/15 season and from July 2015 whatever model is adopted by the industry.
- **Set up and in operation.**

Outcomes

1. Achieve the objectives of the Cherry Industry Strategic Plan 2012-17 in relation to increasing exports of Australian cherries. **Ongoing.**
2. Maintain access for existing export markets and pursue access to new export markets for Australian cherries. **Ongoing see Attachment A.**
3. Continue to pursue the most effective and workable protocols for export of Australian cherries to all export markets. **Ongoing see Attachment A.**
4. Maintain links with DAWR to facilitate programs for incoming delegations from export market destinations. **Ongoing see Attachment A.**
5. Continue investigation of new export market opportunities for Australian Cherries. **Ongoing see Attachment A.**
6. Provide growers with current information to assist in the production of quality Australian cherries within export protocols, eg Cherry Export Manual & IPDM calendar. **View CGA Website and follow prompts for full access to Cherry Export Manual.**
7. Further development of the export culture among growers so that they are well informed and fully aware of export market demands in relation fruit quality specifications. CGA to consider report and recommendations regarding a potential grower study tour of export markets and plan the next step. **Ongoing.**
8. Undertake export market visits and participate in Trade Fairs and other events to maintain the presence of Australian Cherries in export market destinations and lift the profile of the industry. **Ongoing.**

With the extension to the project the Extra Outcomes were;

- To ensure the industry is enabled to increase its exports from 20% to 50% as targeted in its Strategic Investment Plan and Export Road Map and soon to be developed DOA Export Plan. **Now 30 % from figures in the 2015/16 season see Attachment D.**
- Ensure all growers and exporters of cherries have the knowledge, tools and capability to trade in:
 - a) Interstate market opportunities appropriate to their operations; and
 - b) Export marketing opportunities appropriate to their operations for protocol and non-protocol markets.**All cherry growers have access to the CGA website and all the information on exports and are regularly reminded of export and market improvement processes.**
- Enhance the Australian Cherry Industry's reputation as a leading industry for export certification in partnership the Australian Government, through export focused agencies and organisations. **Ongoing work with DAWR and DFAT and Austrade and magazines and global fruit organizations and their articles.**
- Improve the quality of product across the growing regions through the increased uptake of GAP and GMP certification principles. **Being developed.**

Industry Adoption

The target audience for the project is the Australian cherry growers and exporters from all Australian growing regions. Export protocols needed to be achievable and commercially viable and workable and exporting growers need to be fully informed about export requirements and required fruit specifications. Export markets needed to be maintained and new market destinations accessed. Australian Cherries should have a positive, high profile within the export markets.

Currently around 10% of cherry growers export approximately 80% of the total cherries exported. While the increase in volume of product exported is likely to be largely undertaken by the existing growers, there is potential for the number of growers exporting to increase by a small percentage.

The provision of more information and encouragement of further development of a positive export culture among growers only enhanced current export levels.

In addition the project has assisted with the ultimate success of securing other markets to accommodate the increase in volume available for export. While there has been slow progress in this area due to variety of reason the industry is still very focused on achieving market improvement in several key markets, see Attachment A

Cherry exports out of Australia were 5600 tones or 2% of all Australian fruit exports yet were 12% of the total value so and there is strong demand for Australian cherries for the full 3-4 month season. The industry can supply that into unregulated markets yet have limited supply opportunities in regulated markets and want to see that imbalance rectified by commercially viable airfreight opportunities being achieved.

All cherry exporters and packing sheds are expected to work within inside the new framework to ensure they can export cherries to any market in the world that is available to them with non-protocol and protocol markets and most have done this.

This extra funding and work to be done by this project over the last 18 months has the agreement from across the industry from a workshop in Melbourne and the Cherry IAC meeting in Melbourne in February 2014.

The work undertaken by CGA national office and Cherry Export Working group in conjunction with DAWR, DFAT, HIA and other state agencies has had a major enabling effect on the industry to move forward and has built the foundations for the future, with an understanding that work will be ongoing to achieve industry's objectives.

The promotion of the BMP ad the Cherry Export Manual and the ongoing work to develop apps and setting up a national registration process to help growers has certainly made the industry more award of exports be that for:

- Interstate trade;
- Exports to non protocol markets; and
- Exports to protocol markets.

This factor and a better understanding of processes involved in negotiating market improvement has only further pushed the industry to achieve market improvement into a number of markets by 2020 with short, medium and long-term strategies and the BMP frame work has been a key to this approach having the support of all the industry.

Evaluation and Discussion

Evaluation and discussion of CY12007 is being highlighted here in conjunction with the reports and recommendations provided in:

- February 2016 - Independent review of horticultural Trade Development Projects by Mckinna *et al* – Project Number MT15025
- February 2016 - Independent review of market development project CY12007 - Export development for Australian Cherries by Mckinna *et al*

CY12007 has been a great catalytic project for the industry over the past 4 years.

However the assertion that China was a singular emphasis in the Mckinna report and prioritised to expense of other markets is disputed.

The Australian Cherry Export Plan (June 2016), see Attachment A, has been developed out of the project and focuses on all markets the industry is seeking to achieve market improvement in regulated and unregulated markets.

Currently 80% of our trade enquires are related to China but the industry seeks to maximise exports into several other key protocol markets, non-protocol markets and new markets and the trade data over last 5 year highlights this, see Attachment D.

The relevance and objectives that drive the industry could not be more simply expressed and are as relevant today as when it was put together in the original project

- Increasing exports to 40-50% of the annual crop by 2017-2020;
- Increasing airfreight access as a priority to all import markets;
- Ensuring that there are commercial viable protocols in place; and
- Providing tools that can be used by all stakeholders.

Cherry exports out of Australia were 5600 tonnes or 2% of all Australian fruit exports, yet were 12% of the total value. There is strong demand for Australian cherries for the full 3-4 month season. The industry can supply that in unregulated markets yet have limited supply opportunities in regulated markets and want to see that imbalance rectified by commercially viable airfreight opportunities being achieved.

The project has invested in key tools, documents and processes that have gained positive industry support and buy-in. It has also laid the foundations for the future trade into all potential markets. CGA has, over the last few years, highlighted to industry that there are 70 markets to export to. To assist in delivering this message, the national office has revamped and merged:

- the DAWR Export report 2015-2020;
- the Cherry Export roadmap 2012-2017;
- the Market Improvement document;
- and the 2015/16 trade data

into a succinct **Australian Cherry Industry Export Plan**, see Attachment A for latest version, that DAWR and HIA discussed with the industry in December 2015 with another meeting planned in June 2016 to further discuss this further.

Also the the BMP, See Attachment B and C, is the framework for industry negotiation with DAWR/DFAT, that encompasses the regional differences the industry faces to meet commercial market improvement into several key protocol markets, for non protocol markets and interstate trade. The industry is fully aware of its requirements in this area. The notion of *one commodity, one market, one pathway*, needs to be discussed by all stakeholders as the current process is inflexible and often uncommercial. It would be wrong to simply accept the status quo without exploring other potentially more productive processes. Examples could be found from other countries in their approach.

CGA has worked with other industries constantly and we are collaborating with DAWR to assist in reviewing current approaches to trade and technical negotiation. We all need to investigate processes that could alleviate some of the frustrations that are experienced, not just in our industry but others.

For example, options could include:

- Using the Indonesian irradiation acceptance for 12 commodities as a precedent to sell into other countries such as Thailand, Philippines, Vietnam, USA;
- Industries being part of technical meetings;
- Industries being included in trips /bilateral meetings from visiting countries; and
- Working with state agencies with DAWR/HIA and DFAT on matters.

The project has also highlighted the need for a industry trade strategy and the CGA national office has worked on this, see Attachment A.

Market research and intelligence, supply chain development, marketing and promotional strategies, develop of current and new markets and product integrity systems have been developed by the 10-12 key export companies that operate in a commercial, and sometimes in confidence, process. The CGA national office key role has always been to facilitate growers and exporters entering the export arena, no matter the size of their operation and to assist them in export operation processes, for both domestic and international trade.

Project management and reporting was heavily criticised in the Mckinna report. From a project management point of view the CGA Board and the national office, have complied with all requests for all Milestone Reports in the project from 2012, as required by HAL and its guidelines.

From November 2014, the changes that occurred with the new HIA model, created some difficulties, and obviously it is hard retrofit projects. Despite this, the CGA National office and staff have worked on 7/8 project variations since November 2014, which have been fully budgeted as required and with Milestone reports which were approved by HIA.

Also the project has been part of a broader process that has occurred in the industry and one that has built a life of its own. This was especially since February 2014 following a key meeting in Melbourne when the BMP was first mooted. As such, there needs to be some flexibility in future project funding to allow these positive directions to occur. Perhaps more flexible KPIs could be one solution?

CGA have acknowledged that there could have been better reporting of work done but paper reports don't always tell the full story. Despite this, the CGA national office is interested in working with HIA on the most appropriate reporting processes.

There was the assumption made that project CY12007 was the only project that has moved the industry forward, nor has it funded all activities. This is wrong and this project has never taken all the credit for increasing export and value figures as was indicated in the industry report:

Other aspects include:

- Work done by a number of State Agencies with their respective state growers has assisted in trade missions, research and assisting regional area development;
- The effort by individual growers and exporters on overseas trips addressing a range of markets, and developing market intelligence and supply chain meetings;
- Australian exporting companies communicating with importing companies, work linked to Austrade, commercial retail and Australian embassy requests;
- CGA as an original member of Australia Fresh, attending trade mission and trade shows, not just as the CGA office but assisting smaller exporters and those newly entering export trade through trade shows and events;
- Funding from DAWR through the PASE project; and
- Funding from commercial sponsors.

Effectiveness of communication between stakeholders was also raised as a key issue and some of The CGA national office and staff do work well with other commodities. In some areas we can always do more but each commodity has its own requirements, hence the need to work as we do on issues directly affecting the cherry industry and not others.

The CGA Board, the national office team and the industry are happy to be part of the process to develop a new 3-5 year project in line with the issues raised in the Mckinna report and linked to the new HIA templates and reporting requirements. However, there should be a process for flexibility and change to be accounted for as the needs of this project have shown even over a short period.

The CGA national office, growers and exporters do have good communication channels with a range of State agencies, Austrade offices, DAWR, DFAT and other key bodies on trade. It is always keen to learn from other Australian industries mentioned in the cross industry report and also other excellent examples such as Mangos, Avocados and the Australian nut industry.

As indicated in the Mckinna report on project CY12007, CGA and other industries are constantly collaborating with DAWR to assist in reviewing current approaches to trade and technical negotiation. We all need to investigate processes that could alleviate some of the frustrations that are experienced, not just in our industry but others. Examples of this have been indicated on page 16.

All stakeholders should be constantly investigating ways to improve the approaches we all take. The Australian Cherry industry has always been supportive of the work done by DAFF/DAWR in this area.

All stakeholders should discuss this as a way forward as other countries are undertaking in their global negotiations. Furthermore, across stakeholder discussions and collaborations are always beneficial for the way we promote our products overseas in commercial marketing programmes such as *Now In Season*, trade shows and events run through programmes like *Australia Fresh*.

Finally, CGA were one of only a few industries that put forward an idea for a: **HIA MARKET ACCESS, TRADE AND EXPORT PROMOTION UNIT** to be set up. Recommendation 12 in Mckinna MT12025 report indicates that there is the need for a reset in the relationship HIA has with stakeholders to champion what we are all doing not police us.

Other industries outside this cross industry report have also said this regarding market improvement issues and trade processes. CGA hoped that the new HIA would facilitate and champion horticultural industries and their requirements but over the past 18 months this has been slow to be rolled out.

With the recent changes being made in HIA in the Trade and Export area, this should assist in the process to increase exports of several commodities into the future out to 2020, 2025, 2030 and beyond and industries need to work with HIA for this to occur in a collaborative approach and with DAWR, DFAT and Austrade.

Recommendations

Any recommendations made below should be looked at in conjunction with the recommendations made in:

- February 2016 - Independent review of horticultural Trade Development Projects by Mckinna *et al* – Project Number MT15025.
- February 2016 - Independent review of market development project CY12007 - Export development for Australian Cherries by Mckinna *et al*.

and the feedback received by HIA to these reports and discussion thorough the CIAP and the newly appointed SIAP.

1. Cherry Growers Australia, be awarded the new Export and Market Improvement Project/Tender for the next 3 years with an option to reapply for two more, 3 year extensions, to provide continuity in the services currently provided and to be provided by the new project to its customers, the growers and exporters in the Australian Cherry Industry.
2. To ensure that the new Export and Market Improvement project is seen as one component of a larger hub of projects working in relation to exports and to gain market improvement for cherries into several key protocol markets to boost exports to 12,000 tonnes by 2020 to regulated and unregulated markets.
3. That levies raised in the Marketing and Promotions are invested in collaboration of the new Export and Market Improvement project to ensure strong market campaigns are run in key markets and the industry is part of trade shows and trade delegations and part of Australia Fresh.
4. HIA and CGA continue to work for more comprehensive, faster, commercial and seasonally orientated results for market improvement for cherries and across the Horticultural Sector, especially with successful exporting industries in discussion and collaboration with DAWR and DFAT so they can take advantage of the demand coming from the Asian region.

Scientific Refereed Publications

There may be one to come on Brown Sugar Flotation as it relates to work done on this project and the systems approach.

DPI NSW is doing the final report for project CY14009.

Intellectual Property/Commercialization

No commercial IP generated however a number of documents that have been produced by CGA are copyrighted to CGA.

These include:

- Australian Cherry Industry Export Plan - June 2016 and previous versions.
- Biosecurity Management Programme Summary and Main document - January 2016 and previous versions.
- Cherry Export Manual 2015/16 version in printed form and on the CGA Website.
- Cherry Integrated Pest and Disease Management Calendar 2015 and previous versions.

Also if CGA isn't awarded the new Export tender, yet to released then issues of access to:

- All documents related to the work done over the last 5 years;
- CGA IP;
- Files and reports;
- CGA Website;
- Facebook sites; and
- Databases.

will become an issue for HIA to discuss with CGA.

References

Also refer to the:

- February 2016 - Independent review of horticultural Trade Development Projects by Mckinna *et al* – Project Number MT15025.
- February 2016 - Independent review of market development project CY12007 - Export development for Australian Cherries by Mckinna *et al*.

Acknowledgements

All cherry growers, in the 15 growing regions and 6 states, around Australia.

CGA Board.

CGA Cherry Export Working Group.

Five state cherry associations.

Tasmania Institute of Agriculture as the lead research agency for the Australian Cherry Industry.

Federal Department of Agriculture and Water Resources and their staff.

Federal Department of Foreign Affairs and Trade and Austrade.

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Horticulture Australia Limited / Horticulture Innovation Australia and their staff.

Plant Health Australia.

Plant Biosecurity CRC.

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- Andrea Magiafoglou
- Charlotte Brunt
- Penny Measham / Dugald Close TIA
- Peter Morrison NDP Coordinator
- Nick Featherstone and Ian Cover at FGT

Appendices

- A. Australian Cherry Industry Export Plan Draft June 2016;
- B. Australian Cherry Industry Biosecurity Management Summary Document January 2016;
- C. Australian Cherry Industry Biosecurity Management Document January 2016;
- D. Cherry Exports Figures for 2015/16 and State by State Analysis.
- E. Please go to the CGA website : www.cherrygrowers.org.au
 - 2015 Cherry Export Guide and Manuel available if you go to the dropdown
 - Click on Member Associations
 - then Member area
 - then type in password **yrrehc**
 - then click on Cherry Manual 2015 page
 - Hard copy has been sent to the Sydney and Melbourne offices.
 - A range of other information for the industry is on the website so please browse it.