

## **Final Report**

# **Export Opportunities for Carrots, Sweet Corn, Bean, Broccoli and Baby Leaf - Symposia**

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**Delivery partner:**

AUSVEG Ltd

**Project code:**

VG13072

**Project:**

Export Opportunities for Carrots, Sweet Corn, Bean, Broccoli and Baby Leaf - Symposia

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**Funding statement:**

This project has been funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

**Publishing details:**

ISBN 978 0 7341 4410 2

Published and distributed by: Hort Innovation

Level 8  
1 Chifley Square  
Sydney NSW 2000

Telephone: (02) 8295 2300

[www.horticulture.com.au](http://www.horticulture.com.au)

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## Summary

VG13072 *Export Opportunities for Carrots, Sweet Corn, Beans, Broccoli and Baby Leaf – Symposia* commenced in February 2014 and encompassed four seminars from 2015-2018:

- Malaysia and United Arab Emirates (UAE) Symposium (2015);
- 2016 Practicalities for Exporting Vegetables Symposium (2016);
- Australian Vegetables Export Seminar 2017 (2017); and
- Australian Vegetables Export Seminar 2018 (2018).

The focus of the project was developing and running a series of seminars that were designed to build the knowledge and capabilities of exporting vegetables to levy-paying growers in the industry. Participants were exposed to engaging presentations from leading figures in the Australian vegetable industry and were given practical and relevant information about exporting vegetable produce to different international markets. The seminars were outcome-oriented and considered highly valuable by the industry. At the conclusion of each seminar, information that was presented to participants was collated and made available to the wider Australian vegetable industry, including those who were unable to attend, to help achieve the project's goal of building the industry's exporting capabilities.

The feedback from the Australian vegetable levy-paying growers who attended the seminars was highly positive, and confirmed a continued need to provide growers at every stage of the export process with information on commencing or strengthening their exporting abilities. The feedback from participants from all seminars clearly stipulates the need and desire for more seminars that provide export-related material to growers.

Milestone Period 28 February 2018 – 31 August 2018

The Australian Vegetables Export Seminar 2018, the final seminar as part of VG13072 *Export Opportunities for Carrots, Sweet Corn, Beans, Broccoli and Baby Leaf – Symposia*, was held on Monday 18 June 2018 at the Brisbane Convention and Exhibition Centre.

The aim of the 2018 seminar was twofold:

1. To provide an 'export 101' session on the basics of the export process for growers who are looking to commence their export journey, and;
2. To provide a session on 'export opportunities' to provide exporting growers with insights from other horticultural sectors that have been successful in exporting, along with additional insights into export market opportunities for vegetable growers.

The seminar was attended by a diverse cross-section of over 100 vegetable growers from across Australia. Attendees were selected from growing operations across the country that either had potential to commence exporting, or are currently exporting and had indicated an interest in further developing their knowledge and understanding of the export marketplace.

The event was held prior to Hort Connections 2018, which ran from 18-20 June at the Brisbane Convention and Exhibition Centre.

## Keywords

Export; Australian Vegetables; International Trade; Hort Connections; Carrots; Sweet Corn; Beans; Broccoli; Baby Leaf.

## Introduction

With many Australian vegetable growers expressing a desire to commence exporting or build on their current export capabilities, VG13072 *Export Opportunities for Carrots, Sweet Corn, Beans, Broccoli and Baby Leaf – Symposia* was developed to assist Australian vegetable growers in supplying fresh, clean and safe produce to the world.

International markets present Australian vegetable growers with unparalleled opportunities to expand their businesses and diversify their avenues to consumers; as such, the ability to grow the Australian vegetable industry through developing its export capabilities continues to be a key focus. Ensuring that growers can take advantage of these opportunities and are adequately prepared to export will help ensure the long term sustainability of the sector.

The four seminars conducted for this project were:

- Malaysia and United Arab Emirates (UAE) Symposium (2015);
- 2016 Practicalities for Exporting Vegetables Symposium (2016);
- Australian Vegetables Export Seminar 2017 (2017); and
- Australian Vegetables Export Seminar 2018 (2018).

The seminars were designed to bring together experts in their respective fields to provide Australian vegetable growers with information and contacts to either commence or strengthen their export capabilities and opportunities.

A diverse cross-section of 60-100 Australian vegetable growers attended each seminar to learn vital information about the export process. The four events resulted in a combined total of 310 Australian vegetable growers from across the country learning about the export process.

The objective of the project was to provide Australian vegetable growers with a program that was outcome-oriented and to provide additional export information and resources to ensure the industry gets greater return from its investment in the Export Symposium.

Feedback obtained from event attendees confirm that the objectives of the project were met, indicating that the seminars provided valuable insights, and that they were informative, effective events.

The feedback also outlines that there is a strong desire from Australian vegetable growers to learn more about the export process to ensure they are able to set up successful exporting operations. As such, it is recommended that there are further export-related seminars in the future to continue to build on the opportunities and learnings that have been created through this project.

## Methodology

Taking into account feedback from previous successful export seminars, VG13072 *Export Opportunities for Carrots, Sweet Corn, Beans, Broccoli and Baby Leaf – Symposia* aimed to design and deliver an event that was outcome-oriented.

The methodology to achieve this aim is outlined below:

Step 1 – Information Gathering, Collaboration and Investigation
<ul style="list-style-type: none"> <li>- Review previous vegetable levy-funded export research papers to identify potential topics for national vegetable export seminars.</li> <li>- Note information of interest as potential presentation topics.</li> <li>- Consult Government trade organisations on the practical steps necessary for exporting, both from an international and domestic perspective.</li> <li>- Consult with companies of interest and organisations currently involved in the trading of vegetable commodities from Australia to Malaysia and the UAE for further advice.</li> </ul> <p>Step 1 Variations</p> <ul style="list-style-type: none"> <li>- At the completion of the Malaysia and UAE Symposium, which utilised the above methodology, feedback from attendees and Hort Innovation was added to the aforementioned topics to consider the future themes and topics for the symposium.</li> </ul>
Step 2 – Conceptual Design and Program Development
<p>Determine the exact format – i.e. number of speakers, speaker briefs, mix of international vs local etc. – in line with key aims. The programs will possibly include (but not limited to): an industry expert on both Malaysia and UAE; an experienced freight forwarder to the regions; an export agent with proven success; a legal/practical trade issues expert; and experts on the countries’ consumers and grower case studies on how to successfully export to the countries. Preferably, experts and case studies will involve the associated commodities – carrots and sweet corn on day one and beans and baby leaf on day two.</p> <ul style="list-style-type: none"> <li>- Source and short list speakers and determine their availability.</li> <li>- Negotiate speaker fees (if any).</li> <li>- Devise the look and feel of the event, including visual styling of collateral.</li> <li>- Prepare a report on the final proposed program.</li> <li>- Prepare detailed speaker briefs to ensure alignment with symposium aims and varied commodities.</li> <li>- Confirm speakers.</li> </ul> <p>A specific proprietary methodology is used to analyse potential speakers and ensure content is aligned to the brief, and the right balance of speaking styles is utilised to keep attention of the participants, focusing on the practical process of exporting to the countries.</p> <p>Step 2 Variations</p> <ul style="list-style-type: none"> <li>- Following the Malaysia and UAE Symposium, it was determined that the ideal format for the event was to be a one day event, and to utilise the success of the National Horticulture Convention (now Hort Connections) to maximise attendance and interest in the event.</li> </ul>

<b>Step 3 – Participant Determination</b>
<p>Liaise with Hort Innovation to determine appropriate participants.</p> <ul style="list-style-type: none"> <li>- Prepare contact lists of agreed participants.</li> <li>- Draft and distribute invitations.</li> </ul> <p>Stage 3 Variations</p> <ul style="list-style-type: none"> <li>- The contact list was created from growers across the country who had shown an interest in commencing export operations, or who had already created successful exporting operations.</li> <li>- The AUSVEG communications channels such as the AUSVEG Weekly Update was utilised to advertise the event to industry, and encouraged growers to register their interest.</li> </ul>
<b>Step 4 – Event Logistics</b>
<p>Develop and collect presentation materials.</p> <ul style="list-style-type: none"> <li>- Develop a detailed event run sheet.</li> <li>- Speaker liaison.</li> <li>- Venue liaison.</li> <li>- Brief MC/moderator.</li> </ul>
<b>Step 5 – Participant Logistics</b>
<p>Liaise with participants and arrange travel itineraries, including booking accommodation and transport.</p>
<b>Step 6 – Event Management and Moderation</b>
<p>Event management of the symposium.</p> <ul style="list-style-type: none"> <li>- Provision of an MC/moderator for the proceedings.</li> <li>- Liaison with keynote speakers and participants as required.</li> <li>- Organisation of transportation (if required).</li> </ul>
<b>Step 7 – Outcome Publishing/Next Steps Final Report</b>
<p>Digitally record proceedings.</p> <ul style="list-style-type: none"> <li>- Distil recordings into written report.</li> <li>- Analyse findings and determine key actions arising from insights.</li> <li>- Prepare next steps report.</li> <li>- Prepare professional, easy to digest material for distribution to the whole industry. This includes provision of information, both online and print.</li> </ul> <p>Stage 7 Variations</p> <ul style="list-style-type: none"> <li>- Making the digital recordings of presentations and slides from the event available to attendees.</li> </ul>
<b>Project variation – August 2016</b>
<b>Step 8 – Delivery of a follow-up Q&amp;A activity between the growers and the speakers/industry experts</b>
<ul style="list-style-type: none"> <li>- Provide growers the opportunity to ask any follow-up questions which may have arisen post-event.</li> <li>- Collating the questions and providing to the appropriate expert to have them answered.</li> <li>- Create a professional document outlining the questions and answers and distribute this document to industry through AUSVEG communication channels.</li> </ul>

## Outputs

As part of VG13072 a total of four seminars were delivered from 2015-2018:

- 2015 – Malaysia and UAE Symposium
- 2016 – Practicalities for Exporting Vegetable Symposium
- 2017 – Australian Vegetable Export Seminar
- 2018 – Australian Vegetable Export Seminar

The seminars delivered the following outputs:

Output	Status			
	2015	2016	2017	2018
One symposium per year to communicate information to growers.	Completed	Completed	Completed	Completed
Fact sheets, contacts and information material distributed after each event.	Completed	Completed	Completed	Completed
Video package of each event uploaded online.	Completed	Completed	Completed	Completed
One page summary outlining the findings of the project, submitted to Hort Innovation.	Completed (submitted with MS 190)	Completed (submitted with MS 104)	Completed (submitted with MS 107)	Completed (submitted as part of this report MS 110)
Delivery of a Q&A* document to answer subsidiary questions growers sent to AUSVEG post each event.	N/A	Completed (Appendix 6 & 7)	Completed (Appendix 10 & 11)	N/A

\*The Q&A Activity that was undertaken after the Project Variation in February 2016 provided a follow-up opportunity for the growers in attendance to ask any questions after the seminar. The questions from this activity were used to determine how effective the presentations were in providing the information and achieving the aims of the seminar.

## Outcomes

The four seminars conducted for this project – Malaysia and United Arab Emirates (UAE) Symposium (2015); 2016 Practicalities for Exporting Vegetables Symposium (2016); Australian Vegetables Export Seminar 2017 (2017); and Australian Vegetables Export Seminar 2018 (2018) – resulted in a total of 310 Australian vegetable growers learning valuable and relevant information about the exporting process across the four seminars.

Feedback was sought from attendees to measure the effectiveness of these seminars, with the results confirming there is a strong desire from participants to attend future export-related events and that the seminars were informative and effective. The full summaries of this feedback are attached as Appendix 13 (2015), Appendix 14 (2016), Appendix 15 (2017) and Appendix 16 (2018). Below is the combined feedback from all four seminars.

The vast majority (86 per cent) of attendees from all four seminars agreed, or strongly agreed, that “the symposium was an informative, effective event” (Figure 1), suggesting the seminars provided useful information that could be used to assist in improving their export capabilities. Further, 87 per cent of attendees would attend future export focused seminars, and 83 per cent would recommend future symposiums to others (Figure 1).

Thirty three speakers presented over the four seminars, with largely positive feedback across the board. 81 per cent of attendees felt they were leaving the seminar having gained valuable insight, while 77 per cent agreed that the appropriate time was allocated to each speaker. Feedback on each presenter was gained with positive results. Full evaluation results for all 33 speakers can be found in Appendix 13 (2015), Appendix 14 (2016), Appendix 15 (2017) and Appendix 16 (2018).

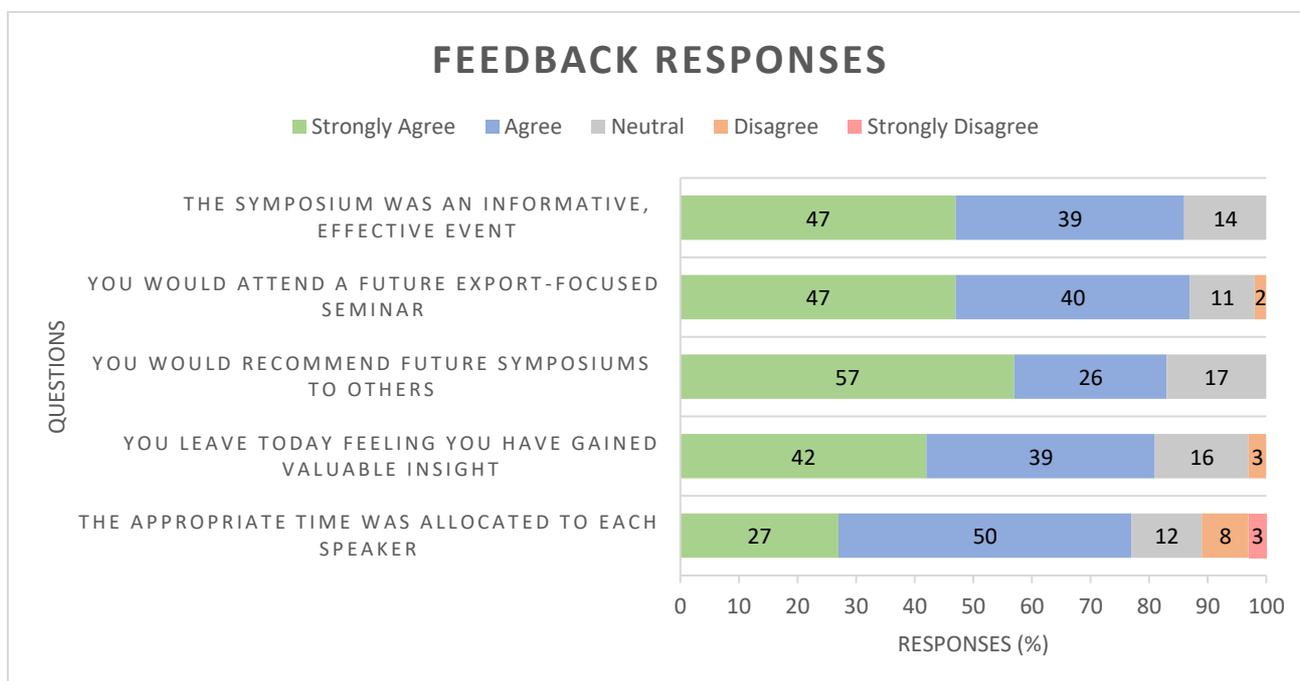


Figure 1. Responses to feedback questions asked of attendees from each seminar as part of VG13072. Data pooled across all four seminars.

## Monitoring and evaluation

When this project was commissioned in 2013, the current formal Hort Innovation Monitoring and Evaluation requirements had not been established. However, AUSVEG stringently monitors all projects against their objectives using proven internal processes to ensure they are delivered effectively. The following activities were undertaken for this project:

### Reporting

Milestone reports were submitted and approved by Hort Innovation throughout the contract period. Each report contained a summary of the recent seminar and Q&A activity, as well as seminar planning for future events. The feedback processes in place via this reporting method provided Hort Innovation with the opportunity to monitor and evaluate the project at each milestone throughout the project lifetime.

### Stakeholder engagement, monitoring and evaluation

At the conclusion of each seminar, the Australian vegetable growers in attendance were required to complete and return an evaluation form to provide feedback on the seminar. The feedback received within these evaluation forms was used to plan and structure future seminars and allowed AUSVEG to understand which components of each event were effective, which may require some improvement, and to highlight areas of interest for the next seminar.

### Internal evaluation

As part of AUSVEG's internal monitoring and evaluation processes, the following questions from Hort Innovation's Monitoring and Evaluation Guide were assessed inhouse to help track the effectiveness of the program:

#### *To what extent have the industry funds achieved their objectives in delivering benefits to growers?*

The feedback provided from the Australian vegetable growers in attendance, and outlined within the Outcomes section of this report, clearly demonstrate that the funds have delivered benefits to growers. The feedback outlines that the growers see great value in the export-related seminars, and provide practical information to assist them in commencing or improving their export operations.

#### *How well have Hort Innovation projects delivered intended outcomes and benefits to growers?*

The focus of the project was developing and running a series of seminars that were designed to build the knowledge and understanding of exporting vegetables to levy-paying growers in the industry. The four seminars, which had 310 Australian vegetable growers attend, were successful in delivering this outcome and can be confirmed by the feedback received from attendees. As a result of the Variation in February 2016, the benefits to growers from the project were increased, as a professional document answering export-related questions was disseminated amongst those who attended the event.

#### *How relevant are Hort Innovation projects to the needs of intended beneficiaries including targeted growers, advisors and industry stakeholders?*

The project is highly relevant to the needs of the targeted growers and industry, as it is critical to provide growers with information on the opportunities and possibilities for their business if they decide to pursue export opportunities. The project aligns very closely with the recently developed *Vegetable Industry Export Strategy 2020*, outlining the key pillars to increase and drive export growth to ensure the Australian vegetable industry is able to continue to grow and live the vision of the strategy.

## Recommendations

Based on the feedback from the four seminars held through the project and the internal assessment of the project, the following recommendations are provided:

**Recommendation 1:** Continue to offer export-related seminars for Australian vegetable growers.

Feedback received from the Australian growers in attendance shows that there is a desire to attend future seminars, and that they would recommend the seminars to other growers. The growers have demonstrated a desire to commence export operations or build their current export capabilities, and by offering future seminars the industry will be able to secure the long-term viability of the sector.

**Recommendation 2:** Continue to align export-related seminars with the Hort Connections event.

The last two seminars were run in alignment with the Hort Connections conference. Hort Connections is Australia's largest horticulture convention and is attended by a large number of vegetable levy-paying growers. The recommendation is to continue to deliver an export seminar in line with Hort Connections for growers to get greater utility from the time they are taking away from their business.

**Recommendation 3:** Utilise the market analysis conducted in the *Vegetable Industry Export Strategy 2020*.

As part of the *Vegetable Industry Export Strategy 2020*, an in-depth market and opportunity analysis was conducted for the Australian vegetable industry export sector. It is recommended to continue to use the Export Seminar platform to update growers on the key market opportunities and trends, to ensure a well informed and harmonised industry.

**Recommendation 4:** Consider running annual branding workshops.

As identified by the *Vegetable Industry Export Strategy 2020*, in order to successfully reach the industry's overall goals and objectives to grow and strengthen Australian vegetable exports, strengthening in grower/exporter branding is required. It is therefore recommended that the Export Seminar incorporates specialists from the food industry to speak on and build awareness of the importance and differences between domestic and international packaging and branding.

**Recommendation 5:** Outline the resources available through Hort Innovation and AUSVEG Export Programs.

As many of the growers in attendance at the event are looking to commence export operations, it is recommended to have a session outlining the projects funded by Hort Innovation and the opportunities available through AUSVEG-run export projects. This will assist growers to find the resources available and the opportunities that exist to take advantage of activities in other relevant projects.

## Refereed scientific publications

None to report.

## **Intellectual property, commercialisation and confidentiality**

No project IP, project outputs, commercialisation or confidentiality issues to report.

## Appendices

- Appendix 1 – Exporting Symposium, Malaysia and the UAE – Event Information
- Appendix 2 – Exporting Symposium, Malaysia and the UAE – Fact Sheets
- Appendix 3 – 2016 Practicalities for Exporting Vegetables Symposium – Speaker List
- Appendix 4 – 2016 Practicalities for Exporting Vegetables Symposium – Vegetables Australia article
- Appendix 5 – 2016 Practicalities for Exporting Vegetables Symposium – Media Release
- Appendix 6 – 2016 Practicalities for Exporting Vegetables Symposium – Q&A Form
- Appendix 7 – 2016 Practicalities for Exporting Vegetables Symposium – Q&A Responses
- Appendix 8 – Australian Vegetables Export Seminar 2017 – Symposium Program Booklet
- Appendix 9 – Australian Vegetables Export Seminar 2017 – Vegetables Australia article
- Appendix 10 – Australian Vegetables Export Seminar 2017 – Q&A Form
- Appendix 11 – Australian Vegetables Export Seminar 2017 – Q&A Responses
- Appendix 12 – Australian Vegetables Export Seminar 2018 – Seminar Booklet
- Appendix 13- Malaysia and United Arab Emirates (UAE) Symposium (2015) Evaluation Results
- Appendix 14 - 2016 Practicalities for Exporting Vegetables Symposium (2016) Evaluation Results
- Appendix 15 - Australian Vegetables Export Seminar 2017 (2017) Evaluation Results
- Appendix 16 - Australian Vegetables Export Seminar 2018 (2018) Evaluation Results

## Appendix 1

### Exporting Symposium, Malaysia and the UAE – Event Information

**EXPORTING SYMPOSIUM**  
**MALAYSIA AND THE UAE**  
.....  
28-29 JANUARY 2015. ARKABA HOTEL, SOUTH AUSTRALIA

Petronas Tower, the tallest twin towers in the world, **Malaysia**.

Burj Khalifa, the tallest man-made structure in the world, **Dubai**.

**AUSVEG**

This project is fully funded by Horticulture Innovation Australia Limited using the National Vegetable Levy and funds from the Australian Government.

**Horticulture  
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Australia**

## Appendix 1



### DEAR DISTINGUISHED GUESTS,

It is my great pleasure to welcome you all to the AUSVEG 2015 Malaysia and UAE Export Symposium. As the Australian vegetable industry looks to develop its markets with its emerging neighbours, it is important for those looking for additional export partners to understand the intricacies with operating a business with different markets and cultures. Through this two day event, attendees will be given the opportunity to learn about marketing procedures and protocols with Malaysia and the UAE, which will give members of the vegetable industry, the leading edge for increasing your business' profitability.

I look forward to your company at this event and trust you will gain the knowledge and confidence to expand your businesses to these exciting markets.

Yours sincerely,  
**Jeff McSpedden**  
 Symposium Chair

## Malaysia and the UAE Exporting Symposium Itinerary

DAY 1		DAY 2	
11.00am	Welcome and housekeeping <b>Jeff McSpedden</b> , Symposium Chair	9.00am	Welcome and housekeeping <b>Jeff McSpedden</b> , Symposium Chair
11.05am	<b>Michael Coote</b> , AUSVEG	9.05am	<b>Jenny Van De Meeberg</b> , AUSTRADE
11.15am	<b>Jenny Van De Meeberg</b> , AUSTRADE	9.25am	<b>Raj Wilson</b> , Asialink Business
11.35pm	<b>Nor Azian Ab Latif</b> , Consulate of Malaysia	9.45am	<i>Question Panel</i>
11.55pm	<b>Adrian Ung</b> , Euro-Atlantic	10.00am	Morning Tea
12.15pm	<i>Question Panel</i>	10.20am	Overview – VG1.7b - UAE market analysis: (b) Beans and Baby Leaf <b>Erika Sirimanne</b> , Euromonitor
12.25pm	Lunch	10.45am	Overview – VG1.7a - UAE market analysis: (a) Carrots and Sweet Corn <b>Michael Clarke</b> , AgEconPlus
1.10pm	Introduction and overview – VG1.7b - Malaysia market analysis: (b) Beans and Baby Leaf <b>Erika Sirimanne</b> , Euromonitor	11.10am	<i>Question Panel (J.McSpedden to Chair)</i>
1.35pm	Introduction and overview – VG1.7a - Malaysia market analysis: (a) Carrots and Sweet Corn <b>Michael Clarke</b> , AgEconPlus	11.25pm	Coffee/Tea break
2.00pm	<i>Question Panel</i>	11.45am	Grower Case Study <b>Jim Trandos</b> , Trandos Farms
2.15pm	Afternoon Tea	12.00pm	<i>Question Panel</i>
2.40pm	<b>Raj Wilson</b> , Asialink Business	12.20pm	Closing remarks and thanks <b>Jeff McSpedden</b> , Symposium Chair
3.00pm	Grower Case Study <b>Trent De Paoli</b> , Austchilli	12.30pm	Lunch
3.20pm	<i>Question Panel</i>	1.30pm	Event finishes
3.40pm	Closing remarks <b>Jeff McSpedden</b> , Symposium Chair		
7.00pm	AUSVEG SA, Southern Australian Vegetable Industry Dinner The Ark function room, The Arkaba Hotel		

## Appendix 1



**JENNY VAN DE MEEBERG**  
Trade Advisor, Austrade

Jenny Van de Meeberg is a Trade Advisor in Austrade's Food & Agribusiness unit and is responsible for coordinating Austrade's trade activities in the horticulture sector. She manages Austrade's relationships with Australia's peak industry bodies in horticulture and has been working with the sector for several years. Jenny has worked with Austrade's posts across Asia and the Middle East to deliver horticulture initiatives ranging from retail promotions to food safety seminars to industry networking events. In her current role with Austrade, Jenny has been working with AUSVEG since 2012 and is pleased to support AUSVEG's interest in growing export opportunities for members.



**NOR AZIAN AB LATIF**  
Consul (Agriculture), Consulate of Malaysia

The Ministry of Agriculture (MoA) spearheads the transformation process within the agriculture sector in Malaysia via a planned, integrated and holistic approach based on an organizational collaborative effort in both intellectual and physical engagement towards realization of the National Agrofood Policy 2011-2020. The core functions of the MoA are to legislate, plan and implement agriculture, development program's policies and strategies; evaluate, coordinate and ensure the implementation of agro-food agriculture development projects/programs.

The MoA is also responsible for conducting R&D and innovation that enhance productivity and competitiveness in the agro-food sector as well as promoting foreign and local investment in the agro-food sector.



**ERIKA SIRIMANNE**  
Senior Research Analyst, Euromonitor

With an extensive background in Euromonitor International's ANZ research team, Erika possesses strategic research experience within several consumer goods and service industries, including packaged food, non-alcoholic drinks, retailing, travel and tourism, consumer foodservice, and consumer health. In her current role, Erika creates custom research solutions, helping to resolve the research obstacles faced by businesses in Australia and New Zealand. Erika has been a featured speaker at several industry events, including Online Retailer 2013 and the Australian Beverages Council National Conference 2014, and also contributes monthly columns to FMCG Business, a leading New Zealand trade magazine. Erika holds a Bachelor of Arts & Commerce from the University of Auckland, and is working towards a Masters in Political Economy from the University of Sydney.



**MICHAEL CLARKE**  
Principal consultant, AgEconPlus

Michael Clarke is an agricultural economist and export market analyst with twenty five years consulting experience in agricultural and horticultural industries. In 2004 Michael started his own consulting company AgEconPlus where he works with trusted associates such as Mike Titley – Vegetable Production and Export and John Baker – Vegetable Marketing and Supply Chains. Michael's experience includes team leader VG12042: 'Domestic and Export Market Access and Trade Viability Issues – A Strategy to Address' and team leader for a landmark 2003 study for MLA developing export strategy for the Australian lamb industry. Michael's stock in trade is economic evaluation and program review and he has completed comprehensive ROI analyses of R&D returns across the Horticulture Australia portfolio.

## Appendix 1



**RAJ WILSON**  
Strategic Advisor Marketing and External Relations, Asialink Business

Raj has broad ranging business development, marketing and leadership expertise with prominent Australian and International businesses like Westpac Institutional Bank, General Electric, Skilled Group and Port of Melbourne Corporation. His experience includes over 10 years with GE in a various marketing, business development and P&L roles. Raj has a good understanding of working in Asia, having led GE's Loscam business across Asia (Thailand, Malaysia, Singapore, Hong Kong, Philippines and Indonesia) as COO. This included extensive time in the region working with and developing the in country teams.



**ADRIAN UNG**  
Assistant General Manager of Group Corporate Affairs & Marketing, Euro-Atlantic  
ADBMs (Swansea, UK), BBA (Hons) UK, Cert. in Training (PSMB)

Adrian has over 20 years of experience in developing corporate sales and marketing teams in areas of presentation, negotiation, selling skills & sales management, among others. He has a degree holder in Business Administration and has worked in the retail, export, hotel, fast-moving consumer goods, publishing, and transportation industries. Adrian is currently the Assistant General Manager of Group Corporate Affairs & Marketing for Euro-Atlantic Sdn Bhd, dealing mainly with the import and distribution of fresh produce from around the world.



**TRENT DE PAOLI**  
Director, Austchilli

Trent De Paoli is Director of Austchilli, a vertically integrated farming and value adding operation in Bundaberg, Queensland growing and value adding over 35 different vegetable, herb and fruit products. Trent is also Director of NewFresh Foods, the company that introduced Avofresh to Australian Supermarkets. With a background in Food Science from the University of Queensland and a passion for value adding and entrepreneurialism, the family business has continually grown and changed over the last 18 years to meet the constantly changing global landscape.



**JIM TRANDOS**  
Managing Director, Trandos Farms

Jim Trandos is the current managing director of Trandos Farms - a fourth generation vegetable growing operation producing sweet corn, beans and pumpkin for supermarket chains throughout Australia. The farm currently exports to several countries including Dubai. The company operates in three locations: Shelamar Station, Goodwell Farm in Gingin and the packing and processing facility and head office at Wanneroo. Jim is a former board member of AUSVEG and has sat on the advisory council for Landmark Limited. He was the inaugural winner of AUSVEG grower of the year in 2010.

## Appendix 2

### Exporting Symposium, Malaysia and the UAE – Fact Sheets



# Malaysia Market Snapshot

#### Overview

In 2012-13 Australian vegetable exports to Malaysia totalled \$13 million. Since 2007-08 Australian vegetable exports to Malaysia have risen 38 per cent. Australia is a key supplier of fresh produce to Malaysia, as indicated from the table below, Australia has the third largest share of the Malaysian market.

Market	Total Imports	Australian Imports	AU market share #	AU value share	Overall key imports	AU key exports
Malaysia	\$826m	\$13m	3	4.7%	Onions, cabbages & cauliflowers, potatoes, carrots	Carrots, potatoes, onions, cauliflowers, celery, lettuce,

Key Australian commodities that are exported to Malaysia are carrots, potato and celery. There are opportunities for leafy vegetables such as lettuce and kale and in particular there has been an increase in demand for prepacked lettuce and prepacked mixed lettuce.

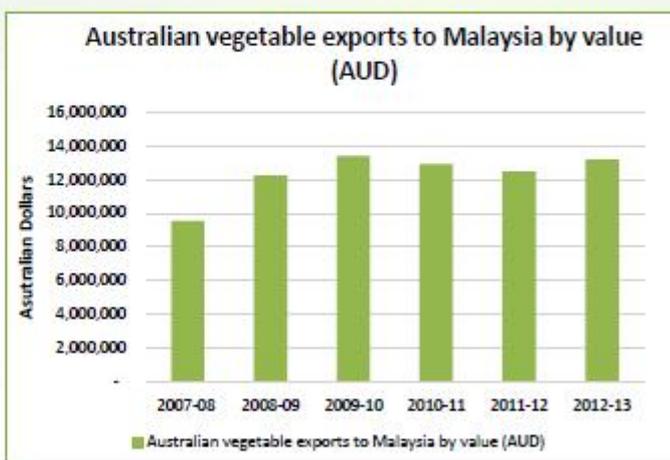
Malaysian consumers also have a preference for “exotic” foreign fresh produce. Generally, Malaysian consumers are aware of the nutritional value of food and are influenced by health promotions in their decision making. Australian vegetables are seen as fresh, clean and safe giving them an advantage within the Malaysian market.

Malaysia is an open market and therefore competition among suppliers is high. Australian vegetables are not required to have an import permit or any other additional declaration or endorsements. To view importing requirements to Malaysia, please use the MICO website.

When doing business in Malaysia it is important to be aware of cultural differences including:

- Ensure you remain polite and demonstrate good etiquette at all times.
- Initial meetings are generally orientated towards developing relationships rather than conducting business.
- Take time to establish strong business relationships with your Malaysian contacts.

If you would like to know more please contact AUSVEG via email at [export@ausveg.com.au](mailto:export@ausveg.com.au) or by calling (03) 9882 0277.



This project is funded by Horticulture Innovation Australia Limited using the National Vegetable Levy with funds from the Australian Government.



## Appendix 2

### Exports to Malaysia by value (AUD)



Vegetable Type	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	Difference since 2007-08	% Difference since 2007-08
<b>Total</b>	9,542,208	12,238,225	13,395,406	12,917,446	12,454,368	13,184,099	3,641,891	38%
Carrots And Turnips	5,116,093	6,414,278	7,407,358	6,570,479	6,463,063	6,471,553	1,355,490	26%
Potatoes	749,440	1,290,322	1,504,794	2,003,948	1,633,550	1,576,374	826,934	110%
Onions And Shallots	457,613	698,624	1,138,683	1,255,110	796,291	1,328,743	839,130	172%
Celery	471,810	529,654	649,286	588,638	601,852	576,393	104,583	22%
Prepared Potatoes	115,457	330,364	247,814	42,088	365,360	450,292	334,835	290%
Lettuce (Except Head Lettuce)	564,277	482,334	541,100	385,776	416,158	336,211	-	-40%
Cauliflowers And Headed Broccoli	-	-	-	-	135,558	322,526	322,526	-
Potatoes (Frozen)	3,604	49,436	2,135	1,500	-	269,620	266,016	7381%

Source: Global Trade Information Services, sourced from Australian Bureau of Statistics International Trade data, various years

## Appendix 2



# United Arab Emirates Market Snapshot

### Overview

In 2012-13 the United Arab Emirates (UAE) was Australia's fourth largest export market with Australian vegetable exports valued at \$18.6 million dollars. The UAE is import reliant with approximately 70 per cent of the UAE's food coming from imports. The primary vegetables exported to the UAE are carrots, potatoes, broccoli and pumpkin.

Market	Total Imports	Australian Imports	Overall key Imports	AU key Imports
United Arab Emirates	\$594m	\$18.6m	Onions, Tomatoes, Potatoes, Carrots, Lettuce	Carrots, onions, potatoes

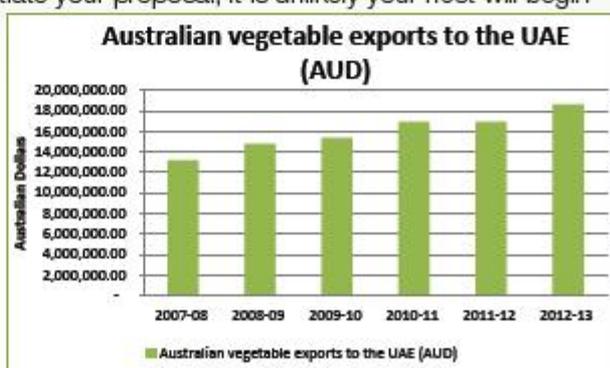
Key Australian commodities that are exported to the UAE are carrots, onion and potato. There are opportunities in the UAE to increase the export of fresh lettuce, pre pack and ready to cook vegetables.

The UAE is an open market and therefore competition among suppliers is high. Australian vegetables are not required to have an import permit or any other additional declaration or endorsements and only require consignments to be accompanied by a Phytosanitary certificate. Import conditions for the UAE are available through the MCoR website.

When doing business in the UAE it is important to be aware of the cultural differences, including:

- Understand the importance of 'small talk' – this is vital to introductory business conversations.
- Always accept refreshments - refreshments are offered to guests in order of their rank.
- You will normally be expected to initiate your proposal; it is unlikely your host will begin business discussions.
- A 'yes' does not always mean your proposal or agreement is confirmed.

If you would like to know more please contact AUSVEG via email at [export@ausveg.com.au](mailto:export@ausveg.com.au) or by calling (03) 9882 0277.



This project is funded by Horticulture Innovation Australia Limited using the National Vegetable Levy with funds from the Australian Government.



## Appendix 2

# Exports to United Arab Emirates by value (AUD)



Vegetable Type	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	Difference since 2007-08	% Difference since 2007-08
<b>Total</b>	13,199,750.00	14,785,353.00	15,393,782.00	16,962,161.00	16,935,156.00	18,651,329.00	5,451,579.00	41%
Carrots And Turnips	8,077,318.00	9,480,303.00	10,832,787.00	12,419,414.00	12,994,829.00	14,347,370.00	6,270,052.00	78%
Onions And Shallots	252,945.00	855,836.00	856,932.00	766,784.00	653,149.00	1,465,451.00	1,212,506.00	479%
Potatoes (Except Seed)	814,767.00	881,482.00	960,355.00	1,263,338.00	1,412,704.00	1,375,870.00	561,103.00	69%
Cassava, Arrowroot Etc	287,180.00	133,522.00	233,014.00	319,294.00	293,988.00	302,247.00	15,067.00	5%
Cauliflowers And Headed Broccoli	-	-	-	-	95,326.00	275,046.00	275,046.00	-
Pumpkins, Squash And Gourds	-	-	-	-	89,892.00	212,261.00	212,261.00	-
Lettuce (Except Head Lettuce)	61,385.00	89,305.00	284,113.00	189,661.00	110,602.00	151,819.00	90,434.00	147%
Frozen Vegetables	40,911.00	-	-	57,682.00	130,983.00	114,409.00	73,498.00	180%
Asparagus	2,550.00	57,651.00	13,487.00	22,251.00	28,380.00	45,500.00	42,950.00	1684%
Spinach	13,069.00	83,873.00	72,543.00	23,669.00	11,785.00	14,759.00	1,690.00	13%
Brussels Sprouts	6,674.00	2,344.00	5,361.00	7,162.00	3,076.00	13,116.00	6,442.00	97%
Salad Beets, Radishes, Etc	23,301.00	8,077.00	18,056.00	9,771.00	43,273.00	12,849.00	10,452.00	-45%

Source: Global Trade Information Service, sourced from Australian Bureau of Statistics International Trade data, various years

## Appendix 3

### 2016 Practicalities for Exporting Vegetables Symposium – Speaker List



# 2016 Practicalities for Exporting Vegetables Symposium

## SPEAKER LIST

Sunday 26 June, 10:00am – 3:00pm  
RACV Royal Pines

This project has been funded by Horticulture Innovation Australia Limited using the National Vegetable levy and funds from the Australian Government.

**Horticulture  
Innovation  
Australia**

**AUSVEG**

## Appendix 3

# 2016 Practicalities for Exporting Vegetables Symposium

On Sunday 26 June, AUSVEG will host a symposium on behalf of Horticulture Innovation Australia (HIA) to discuss the practicalities for exporting fresh vegetables for Australian vegetable growers. This event will be held at RACV Royal Pines and will run immediately after the 2016 National Horticulture Convention.

With many growers expressing a desire to commence exporting or build on their current export capabilities, a practical seminar has been developed to assist Australian vegetable growers in supplying fresh, clean and safe produce to the world.

The purpose of this event is to provide a practical overview of the export process, while also providing insights into the demand for Australian vegetables in export markets. This practical forum will follow on from two successful forums in 2015, the Malaysia and UAE Symposium and the South East Asia Symposium.

**Funded places are available for vegetable levy paying growers to attend this event. For more information please contact AUSVEG on (03) 9882 0277, or email [info@ausveg.com.au](mailto:info@ausveg.com.au).**



**The Hon. Paul Calvert**  
Event Chair

The Hon. Paul Calvert, AO, has had a long and distinguished political career, whilst maintaining a strong passion for agriculture. Beginning his career as an orchardist, vegetable grower and sheep farmer, Mr Calvert has always held a connection with farming and continues to run a property in Tasmania.

Mr Calvert was elected to the Senate in 1987, being re-elected in 1990, 1996 and 2001. In 1997, he was elected as Government Whip for the Senate, a position of which he held until 2002, when he became President of the Senate. He held the position of President until 2007 when he retired from politics. Mr Calvert has held numerous other positions such as Warden of the City of Clarence as well as the President of the Royal Agricultural Society.



**Dianne Tipping**  
Chair Export Council of Australia  
Managing Director, Exxon International Pty Ltd

Dianne has had a long and varied career in international trade promotion and facilitation. Dianne is the founder and Managing Director of Exxon International Pty Ltd, a Global Management Consultancy business that focuses on the management of Exports/Imports and International Projects on behalf of International Businesses.

During the past 20 years Dianne has spent a great deal of time working with the Export Council of Australia/Australian Institute of Export and various other non-government and government agencies to teach and encourage Australian businesses to achieve their global ambitions in a smart and secure way. Dianne is Chair of the ECA (Export Council of Australia). Dianne is also Chair of the Education Committee of the AIEA. As senior lecturer for the AIEA a great deal of her time has been utilized working with businesses and Government Agencies to promote the globalisation of Australia's potential.



**Darren Wilson**  
Trade Advisor, Austrade

Darren is currently a Trade Adviser in Austrade's Food and Agribusiness trade team. Based in the Austrade Brisbane office, Darren's primary focus is to promote the benefits of export and support the efforts of existing exporters in growing their export sales and taking advantage of opportunities that arise as a result of the new free trade agreements. Darren's career with Austrade, over a period of seven years, includes Export Adviser and Trade Adviser positions with Austrade in Brisbane and TradeStart in Brisbane and on the Gold Coast. Prior to Austrade, Darren worked for dairy multinational Parmalat in senior sales and business development roles, travelling extensively through the Pacific Islands and South East Asia.



**Peter Barnard**  
Managing Director, Oliver & Doam

A highly respected policy strategist, international public speaker and thought leader, Peter has devoted almost 30 years of his life to the agricultural industry. Peter is currently Managing Director of Oliver & Doam, an independent consultancy firm that provides strategic, economic and policy advice to the agricultural sector.

Peter's previous roles include General Manager at Meat and Livestock Australia and Director for Transport and Telecommunications for the National Farmer's Federation.

Peter continues to speak in conferences all over the world. He currently sits on the Board of the International Meat Secretariat based in Paris and has sat on many government and industry advisory groups.

## Appendix 3



**Karina Keast**  
Director, Authorised Officer Programme,  
Department of Agriculture and Water Resources

Karina is currently the Director of the Authorised Officer Programme, within the Plant Exports Operations branch at the Department of Agriculture and Water Resources.

Karina joined the department in 2001 and since then has held a range of roles within the department including leading on international and domestic marine pest policy, developing and implementing national policy and emergency response preparedness for the animal and aquatic animal health sectors, managing the Australian Animal Welfare Strategy and associated Advisory Committee, and supporting the development of a national agreement on biosecurity as part of the AusBiosec taskforce.



**Glenn Robertson**  
QLD General Manager, Steritech

As the Queensland General Manager of Steritech, Glenn Robertson brings over 14 years of experience to the industry. Glenn thoroughly understands the sterilization business – the customers, the suppliers, the markets, the trends, the competition and the alternate technologies.

The Queensland Steritech facility is a state of the art palletised system, which is ideal for processing large volumes of fresh produce and is used by the horticultural industry, as a chemical free phytosanitary treatment, for gaining export market access.

Glenn commenced with Steritech in 2001 and has held various positions during this time ranging from Plant Operator, Operations Supervisor and General Manager.



**Kingsley Songer**  
General Manager, 4 Ways Fresh Produce

Kingsley has worked for 4 Ways Fresh Produce for the last 3 years taking on the General Manager's position 2 years ago after being approached by the Directors of 4 Ways to consider the role. He has had a varied career path. After completing his accountancy studies in the late 1970's he worked in the Wine Industry as the Financial Controller of Stanley Leasingham in Clare and Melbourne.

In the mid 1980's he took up the role as the General Manager Almond Co-operative Ltd (now Almondco) in the Riverland of South Australia. Kingsley moved to Mildura in the late 80's to manage a fruit growing and export business exporting mainly table grapes and citrus to SE Asia and Europe. In the early 90's Kingsley moved into the fuel industry, having several roles with different Companies including Caltex Australia and Liberty Oil. Kingsley then bought into his own auto-gas wholesale equipment business some 15 years ago, where he stayed until the move to 4 Ways.



**Mark Mackay**  
Marketing and Communications Expert

Mark Mackay is one of Australia's leading lights in Marketing and Communications. With a career spanning more than thirty years, Mark has worked in some of the world's leading creative businesses including Saatchi & Saatchi London, Young & Rubicam New York and The Campaign Palace here in Australia, where he served as CEO and Chair Australasia.

Mark has created, designed and promoted many famous global food and beverage brands including Castlemaine XXXX, New Zealand Cheese, Yalumba, Arnotts, Sanitarium, Lean Beef and Trim Lamb, Coles and Nestle.

Mark is a graduate of Columbia University and The Australian Institute of Company Directors. He currently serves as Chairman on two boards and consults to numerous businesses on marketing, brand development, packaging, promotion and visual merchandising.



**James Terry**  
Partner and Export Manager,  
Mormack Produce Pty Ltd  
Nuffield Scholar 2015

After growing up on a mixed enterprise farm close to Deloraine in Northern Tasmania, James studied agricultural science at the University of Sydney. James started his post-university career as an agronomist for Elders at Koo Wee Rup, where he worked for 18 months before starting work with Mormack Produce, Australia's largest exporter of asparagus. Based at Koo Wee Rup, Mormack is a vertically integrated asparagus business, growing, packing and exporting asparagus as well as other vegetables via air and sea to the Asian markets. Mormack is Global Gap, HACCP and WQA certified and was the first asparagus company in Australia to be certified by DAFF.

In 2015 James was the recipient of a prestigious Nuffield Scholarship to study the economic sustainability of vegetable farming. James is also a director for the Australian Horticultural Exporters Association, the President of the Australian Asparagus Council and on the Victorian Young Farmers Ministerial advisory committee.

## Appendix 4

### 2016 Practicalities for Exporting Vegetables Symposium – Vegetables Australia article



## Growers gain an insight into the Australian export industry

VEGETABLE GROWERS WERE PROVIDED WITH A VALUABLE INSIGHT INTO THE AUSTRALIAN EXPORT INDUSTRY WHEN THE 2016 PRACTICALITIES FOR EXPORTING VEGETABLES SYMPOSIUM WAS HELD ON 26 JUNE. THEY LEARNT ABOUT PREPARATION, REGISTRATION AND MARKET ACCESS, WITH A NUMBER OF SPEAKERS LENDING THEIR ADVICE AND OUTLINING THE BENEFITS THAT CAN BE GAINED FROM EXPORTING.

The 2016 Practicalities for Exporting Vegetables Symposium was held on Sunday 26 June directly following the National Horticulture Convention at RACV Royal Pines on the Gold Coast. With many growers expressing a desire to commence exporting or build on their current export capabilities, the line-up of expert speakers provided practical information to assist Australian vegetable growers in supplying fresh, clean and high quality produce to the world.

The speaker program comprised of presentations from across the export supply chain, including representatives from Austrade and the Federal Government, as well as vegetable growers who shared their experiences of the export process. The informative presentations enabled those in attendance to develop their

practical skills to assist in exporting fresh produce.

#### Export preparation

Darren Wilson, Trade Adviser with Austrade in its food and agribusiness trade team, kicked off the day with a presentation outlining Austrade's services and how it can help growers prepare to be ready for exporting. With Mr Wilson's expertise and experience with Austrade coming to the fore, attendees were able to take some vital lessons away from his presentation.

Karina Keast from the Department of Agriculture and Water Resources delved into the topic of export registered establishments. Ms Keast explained the process in registering an establishment, as well as authorised officers and how to set yourself up

to become one. Ms Keast was able to use her wealth of knowledge gained from her time in the department to ensure the audience was well aware of the necessary requirements prior to entering the export market.

Following the morning tea break, keynote speaker and Chair of the Export Council of Australia, Dianne Tipping, took to the stage. Ms Tipping provided growers with a very practical overview of what needs to be considered before you begin to export, guiding growers through a range of export considerations.

#### On the road to export

Following on from Ms Tipping's presentation was Steritech Queensland General Manager Glenn Robertson, who gave the audience an overview of treatment considerations for

fresh produce. Mr Robertson also outlined the benefits of irradiation as a treatment pathway and the possibilities for this treatment option moving forward.

Oliver & Doam Managing Director Peter Barnard gave a passionate presentation, drawing close comparisons with the Australian lamb industry and the opportunities available for the vegetable industry. As a key plank in the highly successful market development of lamb to international markets, Mr Barnard discussed the key areas of market knowledge, market access, business development and branding.

The Level Playing Field CEO Mark Mackay also provided an interesting – and at times, humorous – presentation on considerations for packaging your product successfully for international markets.

## Appendix 4

While often overlooked in its importance, Mr Mackay demonstrated that if you package your product effectively, your brand will be remembered and trusted as a quality product, which had a high impact on the audience.

### A grower's perspective

Momack Produce grower James Terry, who is also a Nuffield Scholar, then gave the audience a grower's perspective of exporting, sharing his experiences since commencing the Nuffield Scholarship 18 months ago. This provided growers with many lessons and highlighted the importance of planning ahead and ensuring you are

correctly set up to export.

The final presentation of the day brought together a grower panel comprising 4 Ways Fresh General Manager Kingsley Songer, Arahura Farms Marketing Manager Sean Croft and James Terry, who all have different levels of experience in exporting. This provided the audience with the opportunity to ask any questions they had on their mind and learn from their peers.

At the completion of the Symposium, attendees walked away with a greater knowledge of what is required to start exporting, as well as many useful contacts and information that can be used as they commence or expand their export activities.



Export Council of Australia Chair Dianne Tipping.



Steritech Queensland General Manager Glenn Robertson.



A full project report will be made available on the InfoVeg website: [ausveg.com.au/infoveg](http://ausveg.com.au/infoveg).

The 2016 Practicalities for Exporting Vegetables Symposium has been funded by Horticulture Innovation Australia using the National Vegetable Levy and funds from the Australian Government.

Project Number: VG15014



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### Not Just Any Calcium Nitrate

YaraLiva™ CALCINIT provides all the benefits of fast-acting highly available nitrogen, with the improved harvest quality characteristics of calcium.

YaraLiva CALCINIT is fully water soluble and quickly dissolves without leaving any residues that can cause clogging, therefore it can be used in all fertigation systems. YaraLiva CALCINIT is a high quality formulation; there is no compromise in terms of nutrient source or fertiliser quality. YaraLiva CALCINIT is used on high value crops to ensure stress-free growth and high yielding, highly marketable, top grade produce.

Calcium Nitrate was first produced by Yara in 1905. With over 100 years of experience Yara continues to be the leading producer and marketer of calcium nitrate across the world.

Other trusted products from the YaraLiva range include YaraLiva NITRABOR, YaraLiva TROPICOTE and YaraLiva CALCINIT B.

## Appendix 5

### 2016 Practicalities for Exporting Vegetables Symposium – Media Release



3 May 2016

## Media Release

For immediate release

### **Growers to learn the practicalities to export fresh vegetables**

On Sunday 26 June, over 75 Australian vegetable growers will converge at RACV Royal Pines on the Gold Coast to learn the practicalities for exporting fresh vegetables to the world.

"With many growers expressing a desire to commence exporting or build on their current export capabilities, this practical seminar has been developed to assist Australian vegetable growers in supplying fresh, clean and safe produce to the world," said AUSVEG National Manager – Export Development, Michael Coote.

AUSVEG is the leading horticultural body representing the interests of 9,000 Australian vegetable and potato growers.

"The symposium is a great opportunity for growers to hear insights from across the export supply chain, representatives from Austrade and the Commonwealth Government, as well as growers sharing their experiences of the export process."

"The impressive line-up of speakers will share their experiences and vast knowledge of exporting fresh vegetables, and provide advice on the export process and the practicalities to help commence exporting successfully."

Statistics from the Global Trade Atlas show that Australian vegetable exports are currently valued at \$270m and grew by 5.5 per cent over the last financial year.

"The Australian vegetable industry has invested significantly in export development to assist vegetable growers to successfully export Australian fresh vegetables and the presentations at the Symposium will be of significant value to growers looking to establish or increase their export operations," said Mr Coote.

"AUSVEG believes that developing vegetable export markets is critical to the long term viability and future success of the Australian vegetable industry."

"Industry events such as these are central to that goal."

The symposium has been funded by Horticulture Innovation Australia using the National Vegetable Levy and funds from the Australian Government.

**ENDS**

**MEDIA CONTACT:** Michael Coote, National Manager - Export Development  
Phone: (03) 9882 0277, Mobile: 0416 016 202, Email: [michael.coote@ausveg.com.au](mailto:michael.coote@ausveg.com.au)

## Appendix 6

### 2016 Practicalities for Exporting Vegetables Symposium – Q&A Form

# Practicalities for Exporting Vegetables Symposium FOLLOW UP Q&A WITH SPEAKERS

Following the Practicalities for Exporting Vegetables Symposium which was held at RACV Royal Pines on Sunday 26 June, AUSVEG are providing an opportunity for all delegates that attended the event to ask any export related questions to speakers that presented on the day.

The speakers from the day were:

SPEAKER	TOPIC
<b>Dianne Tipping</b> - Chair of the Export Council of Australia	Export Documentation/Procedures
<b>Mark Mackay</b> - CEO at The Level Playing Field	Business considerations for the marketing and branding of the product in export markets
<b>Darren Wilson</b> - Trade Advisor at Austrade	Export scene setting and Austrade's 'TradeStart' service
<b>Peter Barnard</b> - Managing Director of Oliver & Doam	Challenges of new market development
<b>Karina Keast</b> - Director, Authorised Officer Program at the Department of Agriculture and Water Resources	How to organise authorised officers for your business; how to register your establishment for export
<b>Glenn Robertson</b> - QLD General Manager at Steritech	Export treatment considerations
<b>James Terry</b> - Grower at Momack Produce <b>Sean Croft</b> - Marketing Manager at Arahura Farms <b>Kingsley Songer</b> - General Manager at 4 Ways Fresh Produce	Grower Panel

The purpose of the event was to provide a practical overview of the export process, whilst also providing insights into the demand for Australian vegetables in export markets. Questions might include:

- How do I book an AQIS inspector to inspect a consignment prior to dispatching a consignment to an international customer?
- How do I get a phytosanitary certificate?
- Do I need to change my product branding to be successful in different foreign markets?

If you have questions which you would like to put to the speakers, please email [export@ausveg.com.au](mailto:export@ausveg.com.au) or call AUSVEG on 03 9882 0277. Please ensure all questions are submitted prior to the deadline of Friday 11 November at 5.00pm.

This project has been funded by Horticulture Innovation Australia Limited using the National Vegetable levy and funds from the Australian Government.



## Appendix 7

### 2016 Practicalities for Exporting Vegetables Symposium – Q&A Responses

#### Practicalities for Exporting Vegetables Symposium FOLLOW UP Q&A



Following the Practicalities for Exporting Vegetables Symposium which was held at RACV Royal Pines on Sunday 26 June 2016, AUSVEG provided a follow up opportunity for all delegates that attended the event to ask any export related questions they may be seeking answers to.

The below questions were received from growers that attended the Symposium. For further information regarding these questions, or to discuss any export queries or issues, please contact the AUSVEG Export Development team on 03 9882 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au).

<p>Who can assist me in finding customer contacts overseas?</p>	<p>For levy paying vegetable growers, there are a number of organisations that can assist in identifying overseas contacts. These include: AUSVEG, through the vegetable industry Export Development program; Austrade, through it's various in-market offices and market development activities; and Hort Innovation via the <i>Australia Fresh</i> program.</p> <p>For further information on finding overseas buyers contact the AUSVEG Export Development team on 03 9882 0277 or <a href="mailto:export@ausveg.com.au">export@ausveg.com.au</a></p>
<p>What advice/resources exist that will help me identify a target market for my produce?</p>	<p>To identify a suitable export market to target for vegetable produce, as well as to discuss potential market development opportunities, contact the AUSVEG Export Development team on 03 9882 0277 or <a href="mailto:export@ausveg.com.au">export@ausveg.com.au</a>.</p>
<p>I would like to register my establishment for export, what is involved in the audit process?</p>	<p>To be registered for export your premises must be constructed, equipped and operate in an effective and hygienic manner. To register, first submit an Export Registration form to your local Department of Agriculture and Water Resources office. The application form to register an establishment can be found here: <a href="http://agriculture.gov.au/export/from-australia/ex26">agriculture.gov.au/export/from-australia/ex26</a>.</p> <p>Once the inspection appointment is scheduled, a Department of Agriculture and Water Resources officer will attend your premises to undertake the inspection. The inspection itself may vary depending on whether you intend to export to a protocol or non-protocol market/s. Once the application is approved and your establishment has passed inspection, your premises will be registered and you will receive a certificate of registration.</p> <p>Further information on registering your establishment for export can be found here: <a href="http://agriculture.gov.au/export/controlled-goods/plants-plant-products/exportersguide#step-4-prepare-your-goods">agriculture.gov.au/export/controlled-goods/plants-plant-products/exportersguide#step-4-prepare-your-goods</a>.</p>

## Appendix 7

### Practicalities for Exporting Vegetables Symposium FOLLOW UP Q&A

<p>Will TradeStart assist in completing applications for the EMDG?</p>	<p>The TradeStart network is an extension of Austrade’s offices and is delivered in partnership with State, Territory and local governments, industry associations and chambers of commerce. The prime objective of Austrade’s TradeStart network is to assist small and medium sized exporters to achieve long term success in international markets. It offers exporters the combined resources of Austrade and each partner organisation, providing local assistance and a direct link to Austrade’s services and overseas network.</p> <p>The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Assistance to complete EMDG applications can be sought via TradeStart or independent consultants that are approved to prepare and lodge applications on behalf of exporters. For further information on the EMDG and a list of approved independent consultants see: <a href="http://austrade.gov.au/Australian/Export/Export-Grants">austrade.gov.au/Australian/Export/Export-Grants</a>.</p> <p>For further information regarding TradeStart and contact details for TradeStart offices in each state see: <a href="http://austrade.gov.au/Australian/How-Austrade-can-help/Trade-services/TradeStart">austrade.gov.au/Australian/How-Austrade-can-help/Trade-services/TradeStart</a>.</p>
<p>Should my company invest in EXDOC software?</p>	<p>EXDOC is a software application developed by the Department of Agriculture and Water Resources for the purpose of managing export documentation for primary produce.</p> <p>If you are a new exporter, or yet to commence exporting, investing in EXDOC software may be unnecessary at this stage as your freight forwarder will prepare the export documentation required for your consignment to be sent to your overseas customer. For further information regarding EXDOC software and a list of registered EXDOC software suppliers see: <a href="http://agriculture.gov.au/export/certification/exdoc/about">agriculture.gov.au/export/certification/exdoc/about</a>.</p>
<p>How can I tell a legitimate enquiry from a scam?</p>	<p>From time to time businesses may receive unsolicited export enquiries, seeking information on products and price, typically via email. If your business has received an enquiry from an overseas source and you are unsure if it is from a credible company there are a number of steps you can take to assess its validity, including: searching the internet for information on the company/individual; reviewing the email address to assess if it is from a company’s domain or is a generic internet email address (e.g. a hotmail.com email address should be a red flag); and speaking to other exporters who trade into that market to determine if others are dealing with this company.</p> <p>Exporters can also contact AUSVEG on 03 9882 0277 or <a href="mailto:export@ausveg.com.au">export@ausveg.com.au</a> or Austrade/TradeStart via the office in each state - <a href="http://austrade.gov.au/Australian/How-Austrade-can-help/Trade-services/TradeStart">austrade.gov.au/Australian/How-Austrade-can-help/Trade-services/TradeStart</a> for further checks on the company.</p>

## Appendix 7

### Practicalities for Exporting Vegetables Symposium FOLLOW UP Q&A

Can I use the “Australian Made” logo on my packaging?

The Australian Made logo is a registered certification trademark and can only be used on products that are registered with the non-for-profit Australian Made Campaign Ltd (AMCL) and which meet the criteria set out in the Australian Law and the Australian Made, Australian Grown Logo Code of Practice - [australianmade.com.au/media/477079/amcl\\_code\\_of\\_practice\\_2016\\_web.pdf](http://australianmade.com.au/media/477079/amcl_code_of_practice_2016_web.pdf).

The annual licence fee is based on the actual sales of licensed products for the previous 12 months. The minimum fee is \$300 plus GST for annual sales up to \$300,000.

For further information on using the Australian Made logo see: [australianmade.com.au/for-business/using-the-logo/](http://australianmade.com.au/for-business/using-the-logo/).

This project has been funded by Horticulture Innovation Australia Limited using the National Vegetable levy and funds from the Australian Government.



## Appendix 8

### Australian Vegetables Export Seminar 2017 – Symposium Program Booklet



**AUSTRALIAN VEGETABLES  
EXPORT SEMINAR 2017**

Monday 15 May 12.00 – 4.00pm  
Adelaide Convention Centre

**AUSVEG** Horticulture  
Innovation  
Australia

This project has been funded by Horticulture Innovation Australia Limited using the research and development National Vegetable Levy and funds from the Australian Government.

## Appendix 8

AGENDA	
12:00pm	Welcome and introduction by Chair – Jeff McSpedden
12:05pm	David McKinna – McKINNA et al Export Strategy Briefing
12:25pm	Q&A
12:30pm	Angeline Achariya – Food Innovation Centre Product Differentiation
12:50pm	Q&A
12:55pm	Chris Mercer – Australian Authentic Program Branding
1:15pm	Q&A
1:20pm	Simon Woolmer – Swisse Wellness Collaborative Partnerships
1:40pm	Q&A
1:45pm	Lunch
2:25pm	Alice Woodhead – The University of Southern Queensland Supply Chain Efficiency
2:45pm	Q&A
2:50pm	Martin Kneebone – Freshlogic Value-adding
3:10pm	Q&A
3:15pm	Grower Panel Chris Schreurs – Schreurs & Sons Kees Versteeg – Qualipac Farms Michael Vorrasi – DSA Fresh
4:00pm	Event Close



This project has been funded by Horticulture Innovation Australia Limited using the research and development National Vegetable Levy and funds from the Australian Government.

## Appendix 8



**Jeff McSpedden**

Jeff McSpedden is one of the Australian vegetable industry's most experienced and respected members, with more than 45 years of experience as a fifth generation farmer on his family farm in Bathurst, NSW that was established in 1841. Mr McSpedden has held a number of distinguished positions within the industry, including Chair of the Vegetable Industry Advisory Committee (IAC), Vice Chairman and Board Member of AUSVEG, and a member of numerous state and local committees.

Mr McSpedden was the recipient of the prestigious Chairman's Award at the 2011 AUSVEG National Awards for Excellence for his long-standing service to the industry. Mr McSpedden has been influential in promoting the importance of mechanisation, robotics and the development of export markets, championing research and development into these areas for the growth of the Australian vegetable industry.



**David McKinna**  
Principal –  
McKINNA et al

Dr David McKinna is principal of boutique strategy consultancy McKINNA et al. In over 30 years of consultancy, David has worked across virtually every agrifood sector, from commodities to groceries, spanning 'paddock to plate'. He has been the quiet achiever behind groundbreaking food industry strategies including the livestock reporting service, Meat Standards Australia, Big M branded milk and Woolworths, The Fresh Food People.

David's credentials in export development have been earned through years of leg work in Asia, North America and Europe, devising export strategies for seafood, meat and dairy, and horticulture. He played a leading role in the development of the highly successful Aussie Beef strategy in Japan and South Korea.

David holds a Diploma in Agriculture from Dookie College, a Bachelor of Economics (1st class) and Master of Economics from Monash University as well as a PhD from Cornell University (USA).

## Appendix 8



**Angeline Achariya**  
Chief Executive  
Officer – Food  
Innovation Centre –  
Monash University

Angeline has more than 20 years of diverse international innovation and leadership experience in markets such as Japan, China, Thailand, New Zealand and Australia. Angeline has led cross-functional teams across innovation, strategy development, market expansion and R&D execution. Her leadership has resulted in over 800 innovations launched across grocery and quick service restaurants with blue chip FMCG companies like Masterfoods Japan, Fonterra, Yum! Brands and Mondelez International. Angeline is on a number of advisory boards and committees and most noteworthy is the development of Victoria's Food & Fibre strategy in 2015. Angeline's strong commercial and innovation skills have paved the way for her leading and establishing a world first industry shared model, the Mondelez International Food Innovation Centre (FIC). The FIC has transitioned to Monash University in 2016 as a neutral industry shared innovation services start up to support the growth and revitalisation of the Australian food and beverage industry.



**Christopher Mercer**  
Chairman –  
Australian Food  
Integrity Certification  
Services Pty Ltd

Chris Mercer is the Chairman of Australian Food Integrity Certification Services Pty Ltd (AFICS) otherwise known as "Australian Authentic". This enterprise is designed to sell natural Australian products into Asian markets, starting with China. All produce is certified to very strict standards and competitive advantages are planned and incorporated in order to merit premium pricing and ensure consumer delight!

The company has its roots in observations made after the global financial crisis when extra virgin olive oil prices continued to tumble. Witnessing the decline and distress of the olive industry, Chris and Paul Miller, who was then Chairman of the Australian Olive Association, conceived a plan to build on work that Paul had done in Standards and Practices to create an export certification system for extra virgin olive oil. Chris added his experience of the emerging social media and e-commerce scene in China and ultimately they were awarded a grant by Horticulture Innovation Australia to carry out market access research.

Chris has a small olive grove in Dongara WA and is active in his local association and co-operative. He is also President of Olives WA and Vice President of the Australian Olive Association.

## Appendix 8



**Simon Woolmer**  
Government  
Relations Manager -  
Swisse Wellness

Simon is the Government Relations Manager for Swisse Wellness, with responsibilities for Australia and New Zealand.

Prior to joining Swisse in 2016, Simon has had an extensive career working in the government sector, at Federal, state and territory levels, with a particular focus on international business development roles in Australia and offshore.

He held the role of Special Investment Advisor at Austrade for four years, helping to facilitate significant inward investment projects from markets such as China, Japan Western Europe and the US.

Previously, as Executive Director of Invest Victoria, Simon was responsible for leading a range of international development initiatives for the Victorian Government. These included attracting foreign direct investment to the State, and facilitating export initiatives such as Super Trade Missions to India and China.

Simon has also held various positions in Canberra, for both the Federal and ACT Governments.



**Alice Woodhead**  
Professor of  
Value Chains -  
The University of  
Southern Queensland

Alice Woodhead took up the role of Professor of Value Chains at the University of Southern Queensland in February 2015. She leads a research team at the Australian Centre for Sustainable Business that specialises in developing value added agricultural products for export to Asia. She is a board member of the Australian ASEAN Council. Previously, she was an independent consultant providing advice for industry on natural resources, supply chains, corporate social responsibility and sustainability practices. Alice also has extensive policy experience in both the public and private sectors. For nearly 20 years Alice occupied strategic research positions in agriculture for the New South Wales and Commonwealth Governments.

Alice has a PhD in Agricultural Systems from the University of Western Sydney. She was an OECD Co-operative Research fellow studying at the OECD in Paris.

## Appendix 8



**Martin Kneebone**  
Managing Director –  
Freshlogic

Martin brings detailed understanding of food markets as a result of working in all parts of the supply chain.

His company Freshlogic is based in Melbourne and provides market insights to those operating in food markets across Australasia and into SE Asia & China. Freshlogic has developed innovative methods to derive insights into the influences and consumers that include the Mealpulse™ consumer panel and DocketData system.

Martin brings a deep working knowledge of how Australian households are buying food and a reputation for his ability to draw out workable commercial insights from his reviews and analysis.



**Chris Schreurs**  
Director, Business  
& Commercial  
Operations –  
Schreurs & Sons

After completing his Bachelor of Science (Genetics) and Bachelor of Business (Banking and Finance) in 2003, Chris spent a year at ANZ before moving to Scotland taking up a position at Morgan Stanley. Moving to London in 2005, Chris spent the next 3 years working as a consultant for Sapient Global Markets before helping to set up their Asian Head Office in Singapore. In 2010, Chris headed the Business Operations for Sapient Singapore as well as becoming a Account Director for Sapient Nitro; leading the business development of digital design and marketing for the Financial Services sector. After leaving Sapient in 2012, Chris moved back to Australia to assist with the business transition of Schreurs & Sons where he now leads the Business and Commercial Operations of the company. At the 2015 AUSVEG National Awards for Excellence, Christopher was Nominated for Grower of the Year.

## Appendix 8



**Kees Versteeg**  
Sales & Business  
Development  
Manager - Qualipac

Qualipac is a 4th generation Australian family owned and vertical integrated farming operation that grows, packs and supplies fresh vegetables to the domestic and international markets.

Kees has been with Qualipac since July 2010 and has worked in the horticultural industry for many years. Kees brings over a decade of experience and passion in the areas of domestic and international sales, marketing and business development.

Since graduating in The Netherlands with a BA Degree (specialised in International Agricultural Trade), Kees has a long standing record of successes achieved for various horticultural companies in The Netherlands, the Middle East and Australia.



**Michael Vorrasi**  
Managing Director -  
DSA Fresh

Michael Vorrasi is the Managing Director of DSA Fresh, a hydroponic grower and processor of gourmet lettuce, Asian vegetables, herbs and other fresh vegetable cuts that services Australia nationally.

Michael has overseen the growth of this business to its current production of more than five-million hydroponic plants and processing of more than 1000 tonnes of fresh produce annually. The next phase of expansion includes further supply contracts with Australia's major supermarket chains and export development.

## Appendix 8



**AUSVEG**

Horticulture  
Innovation  
Australia

This project has been funded by Horticulture Innovation Australia Limited using the research and development National Vegetable Levy and funds from the Australian Government.

## Appendix 9

### Australian Vegetables Export Seminar 2017 – Vegetables Australia article

R&D | EXPORT SEMINAR |



Freshlogic Managing Director Martin Kneebone.



Photography by Andrew Beveridge.



Monash University's Food Innovation Centre CEO Angeline Achariya.

## VEGETABLE GROWERS INSPIRED TO BREAK INTO EXPORT MARKETS

The Australian Vegetables Export Seminar provided vegetable growers with a valuable overview of the Australian export industry at Hort Connections 2017 in May. Participants heard from a number of speakers who covered topics including brand development and understanding consumer needs, while a grower panel outlined the benefits and challenges of exporting.

Australian vegetable growers were given a practical overview of the export process, including the tricks of the trade to take advantage of booming export markets, at the Australian Vegetables Export Seminar 2017.

The seminar, held on Monday 15 May at the Adelaide Convention Centre, was organised by AUSVEG and funded by Horticulture Innovation Australia (Hort Innovation). It ran in conjunction with Hort Connections 2017 and featured a range of speakers who provided invaluable insights into the procedures, considerations and opportunities to export Australian vegetables.

These informative presentations meant growers were able to gain a deeper understanding of the practical aspects of exporting vegetables, and better inform the industry on the benefits of breaking into export markets for their businesses.

### GOALS AND STRATEGIES

Headlining the list of speakers at the seminar was agribusiness expert Dr David McKinna, who discussed the recently published *Vegetable Industry Export Strategy* (a levy-funded project delivered by Hort Innovation and developed in conjunction with AUSVEG). Dr McKinna spoke about the extensive industry engagement that was involved in the development of the strategy, and how his 30 years of experience within the vegetable industry have helped him develop a solid understanding of the export market.

Following Dr McKinna was Chris Mercer, a Western Australian olive producer and Chairman of Australian Authentic. Mr Mercer spoke about the development of the Australian Authentic brand and explained how the company has grown over the past 12 months and what it has learnt about branding. He outlined the requirements and qualifications needed to join a certification brand such as Australian Authentic, and specified other indicators such as geographical requirements.

### EXPORT JOURNEY

The path to exporting was then outlined by Swisse Wellness Government Relations Manager Australia and New Zealand Simon Woolmer. He spoke about the Swisse business and its export journey (particularly to China), as well as the different types of partnerships that the company has in place to make sure that the process was as smooth as possible.

Mr Woolmer addressed what Swisse looks for in a business partner and the challenges that have developed from those relationships, as well as the future partnership opportunities available to horticulture and the broader agribusiness sector.

## Appendix 9

University of Southern Queensland Professor Alice Woodhead also discussed a study being undertaken into the agribusiness side of the value chain. She outlined her role at the Australian Centre for Sustainable Business and Development (Administration) and why she decided to take on this role, which helped her to gain a deeper understanding of why Australia wasn't more successful in exporting products. Professor Woodhead wanted to understand why agriculture was still a commodity-focused industry when there was a lot of talk about export opportunities, particularly to Asian countries.

### CONSUMER FOCUS

Freshlogic Managing Director Martin Kneebone touched on the definition of adding value, the importance of businesses targeting their efforts towards attracting customer attention and understanding the differences between customers and consumers. Mr Kneebone reinforced the need for businesses to get informed and stay informed, and profiled several added-value initiatives such as packaging options that are driven by the target market and portion-size packaging to meet consumers' need for convenience.

Monash University's Food Innovation Centre CEO Angeline Achariya spoke about product differentiation and how the industry can go from 'fork to farm', rather than 'farm to fork'. She shared her experience in fast-moving consumer goods including packaged products and quick-service restaurants, and questioned how often industry thinks of the consumer when looking at domestic and export markets. Ms Achariya asked the audience to reflect on how they position their product in the place of reality, either in the supermarket or in the e-commerce channel, to ensure that it has the most impact.

### A GROWER'S PERSPECTIVE

The final presentation of the day brought together a grower panel, which included Schreurs & Sons Co-Owner Chris Schreurs, Qualipac Sales and Marketing Manager Kees Versteeg and DSA Fresh Managing Director Michael Vorrasi. Each panellist has different levels of experience in exporting, and this forum allowed the audience to ask any questions they had on their mind and learn from their peers, who have overcome many hurdles when entering the export market.

At the conclusion of the seminar, the Exporter of the Year award was presented to Western Australian-based vegetable growing operation Sumich, with owner Vincent Tana accepting the award on the company's behalf.

R&D ■ Market & Value Chain Development

#### INFO

Presentations at the Australian Vegetables Export Seminar 2017 are available to watch at [youtube.com/user/AUSVEG/playlists](https://www.youtube.com/user/AUSVEG/playlists).

The Australian Vegetables Export Seminar 2017 has been funded by Horticulture Innovation Australia using the vegetable research and development levy and funds from the Australian Government.

Project Number: VG15014



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## Appendix 10

### Australian Vegetables Export Seminar 2017 – Q&A Form



Following the Australian Vegetables Export Seminar 2017 which was held at the Adelaide Convention Centre on Monday 15 May, AUSVEG are providing an opportunity for all delegates that attended the event to ask any export related questions to speakers that presented on the day.

The speakers from the day were:

SPEAKER	TOPIC
David McKinna - McKinna et al	Product differentiation
Angeline Achariya - Food Innovation Centre	Branding
Chris Mercer - Australia Authentic Program	Challenges of new market development
Simon Woolmer - Swisse	Collaborative partnerships
Alice Woodhead - The University of Southern Queensland	Supply chain efficiency
Martin Kneebone - Freshlogic	Value-adding
Chris Schreurs - Schreurs & Sons Kees Versteeg - Qualipac Michael Vorrasi - DSA Fresh	Grower Panel

The focus of this event was to provide the industry with an overview of the recently developed Vegetable Industry Export Strategy 2020 and how it will help the industry to drive export growth. Questions might include:

- How do I book an AQIS inspector to inspect a consignment prior to dispatching a consignment to an international customer?
- How do I get a phytosanitary certificate?
- Do I need to change my product branding to be successful in different foreign markets?

If you have questions which you would like to put to the speakers, please email [export@ausveg.com.au](mailto:export@ausveg.com.au) or call AUSVEG on 03 9882 0277. Please ensure all questions are submitted prior to the deadline of Friday 10 November at 5.00pm.

This project has been funded by Horticulture Innovation Australia Limited using the National Vegetable levy and funds from the Australian Government.

## Appendix 10

### Australian Vegetables Export Seminar 2017

# FOLLOW UP Q&A WITH SPEAKERS

Write any questions you have for the speakers and panel below and email them to [export@ausveg.com.au](mailto:export@ausveg.com.au).

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Appendix 11

### Australian Vegetables Export Seminar 2017 – Q&A Responses



- 1. I would like to start exporting, who can assist me in getting the process started?**  
For levy paying vegetable growers, AUSVEG can assist through a range of export readiness workshops which will be announced in 2018. To express your interest in participating in one of the AUSVEG Export Readiness Program workshops, contact the AUSVEG Export Development team on 03 9822 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au).
- 2. How do I know whether my products would suit the overseas market?**  
There are a number of organisations that can assist in identifying opportunities for your products in overseas markets. These include Austrade and various state governments, through the various in-market offices and business development staff. AUSVEG, through the Vegetable Industry Export Program, is also able to provide advice on identifying market opportunities for vegetable produce. Contact the AUSVEG Export Development team on 03 9882 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au) to discuss opportunities to export your vegetable produce.
- 3. I would like to learn more about Australia branding, where do I start?**  
Hort Innovation recently launched Taste Australia - a unified brand for Australian horticulture in both current and future export markets. AUSVEG is actively involved in various market development activities under the Taste Australia banner, including trade missions to exhibit at international trade shows. Levy paying vegetable growers can become involved with the Taste Australia international market development program by contacting the AUSVEG Export Development team on 03 9882 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au).
- 4. Are there any resources or reference materials available if a chemical is not listed on the export country MRL list?**  
Each country has specific Maximum Residue Limit requirements. Certain countries adopt CODEX where a chemical is not listed on the export country's MRL list. For further information regarding CODEX see: [fao.org/fao-who-codexalimentarius/en](http://fao.org/fao-who-codexalimentarius/en) or contact the AUSVEG Export Development team on 03 9882 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au) to discuss your specific MRL query.
- 5. Where can I check whether my packing and sealing methods of my cartons and consignment are approved with the importing country requirements?**  
The Manual of Importing Country Requirements (MiCoR) is an information management system that contains the importing country requirements of Australia's agricultural export trading partners on a single platform, managed by the Department of Agriculture and Water Resources (DAWR). This is a useful website that enables user to search importing country requirements including packing and sealing methods of the cartons and consignment. For further information regarding MiCoR see: [micor.agriculture.gov.au/Plants/Pages/default.aspx](http://micor.agriculture.gov.au/Plants/Pages/default.aspx).

This project has been funded by Horticulture Innovation Australia Limited using the National Vegetable levy and funds from the Australian Government.

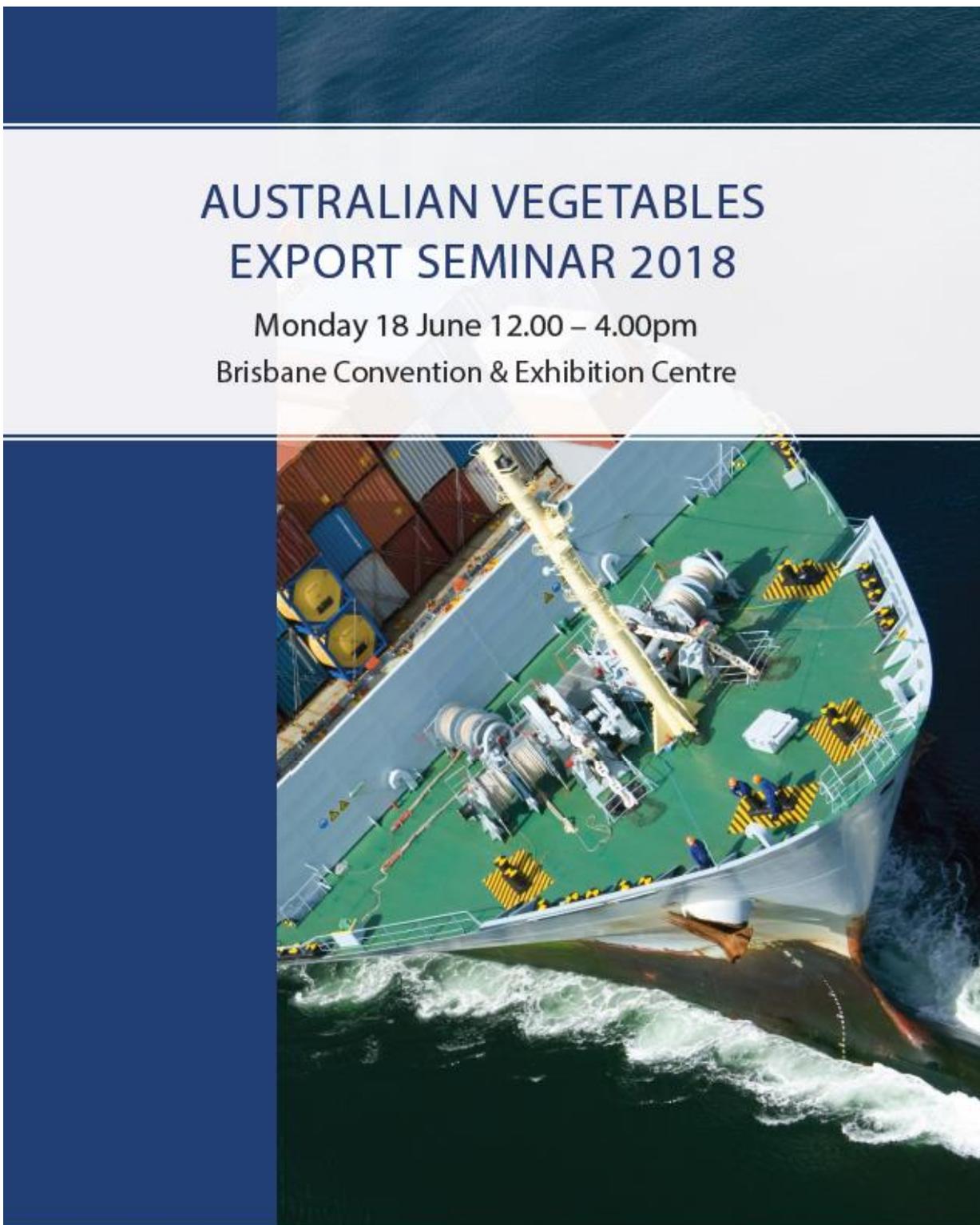


## Appendix 12

### Australian Vegetables Export Seminar 2018 – Seminar Booklet

# AUSTRALIAN VEGETABLES EXPORT SEMINAR 2018

Monday 18 June 12.00 – 4.00pm  
Brisbane Convention & Exhibition Centre



This project has been funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.



## Appendix 12

### AGENDA

12:00pm	Welcome and introduction by MC – Lachlan Fairburn
12:05pm	David McKinna – McKINNA et al Vegetable Export Update
12:30pm	Dianne Tipping - Export Council of Australia Export 101
1:30pm	Lunch
2:00pm	David Daniels - Citrus Australia Citrus Industry Case Study
2:25pm	Richard Birtill - Momack Produce When will the vegetable industry benefit from increased exports?
2:50pm	Jenny Van de Meeberg - Hort Innovation Taste Australia
3:15pm	Grower Panel Ryan Densley - Virginia Farm Produce Sarah Huntley - One Harvest Nick Paterniti - Odeum Farms
3:45pm	NAB Agribusiness Exporter of the Year Award 2018
4:00pm	Event Close



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## Appendix 12



Lachlan Fairburn

Lachlan is a seasoned facilitator and presenter, including experience working with large, diverse audiences across a variety of industries including financial services, local and federal government, FMCG and pharmaceutical.

You can expect Lachlan to adapt to the needs of the audience in creating an environment where industry professionals can learn from each other, sharing best practices and creating capacity for growth.



David McKinna  
Principal  
McKINNA et al

Dr David McKinna is principal of boutique strategy consultancy McKINNA et al. In over 30 years of consultancy, David has worked across virtually every agrifood sector, from commodities to groceries, spanning 'paddock to plate'. His work has included food industry strategies such as the livestock reporting service, Meat Standards Australia, Big M branded milk and Woolworths, The Fresh Food People. He has also played a leading role in the development of the Vegetable Industry Export Strategy 2020.

David holds a Diploma in Agriculture from Dookie college, a Bachelor of Economics (1st class) and Master of Economics from Monash University as well as a PhD from Cornell University (USA).



Dianne Tipping  
Chair  
Export Council of  
Australia

Dianne has had a long and varied career in international trade promotion and facilitation. Dianne has spent over 38 years handling export/import transactions and is Chair of the Export Council of Australia and its Education Committee. She is the founder and Managing Director of Excon International Pty Ltd. During the past 20 years Dianne has spent a great deal of time working with the Export Council of Australia and various other non-government and government agencies to teach and encourage Australian businesses to achieve their global ambitions in a smart and secure way.

## Appendix 12



David Daniels  
Citrus Market Access  
Manager  
Citrus Australia

David holds a formal qualification in food technology, and commenced his career in the post harvest laboratories at Gosford Horticultural Institute with the New South Wales Department of Primary Industries conducting market access research and development. From there he moved to Canberra and spent six years in a regulatory environment with the Department of Agriculture, Fisheries and Forestry working on technical market access for the horticulture sector. In 2012, David joined Citrus Australia as Market Access Manager and has assisted the industry in further developing the citrus export trade into Asia. He currently also sits on the board of Freshcare and is passionate about enhancing Australia's reputation as a reliable supplier of safe fresh produce .



Richard Birtill  
Export Co-ordinator  
Momack Produce

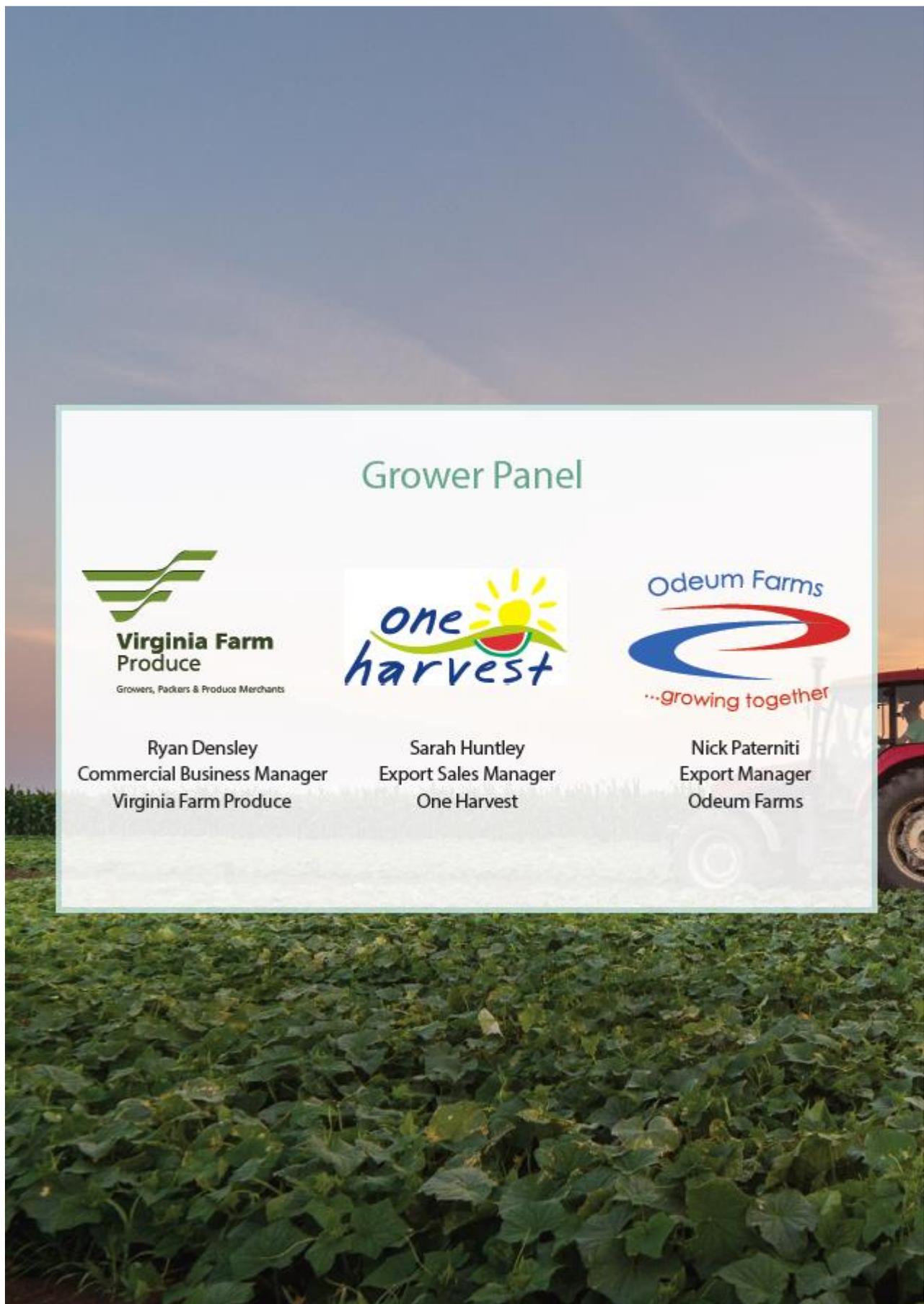
Richards' initial career in the UK was in farm management before moving into the vegetable supply chain 17 years ago, sourcing multiple products for the UK from across the world. Moving to Australia 10 years ago, he is now based in Melbourne and is export co-ordinator for Australia's largest asparagus export company, also handling onions, broccoli and other vegetables to over 12 countries principally across Asia. Prior to this he was operations manager responsible for exporting 40,000 tonnes of Australian onions per annum, principally to Europe and North Asia. He is very enthusiastic about the potential for growth in the Australian vegetable industry in the coming years.



Jenny Van Der Meeberg  
Trade Manager  
Hort Innovation

Jenny has recently joined Hort Innovation as the Trade Manager and works across a range of export-focused industries, including vegetables. Jenny also plays an active role in the development of concepts for the Asian Markets Fund in Hort Frontiers. Prior to this, Jenny was a Senior Trade Advisor at the Australian Trade & Investment Commission (Austrade) and was based in Cairns, Perth and Canberra throughout her time in this role.

## Appendix 12



## Appendix 12



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## Appendix 13

### Malaysia and United Arab Emirates (UAE) Symposium (2015) Evaluation Results

Malaysia and UAE Symposium Feedback Responses

The following responses were closed ended questions posed to attendees.

**Question 1.** How worthwhile did you find the Exporting to Malaysia and the UAE Symposium? (Scale: 1 (Not worthwhile) - 5 (Very worthwhile))

**Response:** 4.2 average from 30 responses

**Question 2.** Would you consider attending a similar event again? (Yes/No options)

**Response:** 28 Yes, 1 No from 29 respondents.

**Questions 3.** How engaging were the following presentations: (Scale: 1 (Not engaging) – 5 (Very engaging))  
Responses:

Speaker	Company	Average Score
Erika Sirimanne	Euromonitor International	3.44 (29 respondents)
Michael Clarke	Ag Econ Plus	3.60 (28 respondents)
Raj Wilson	Asia Link Business	3.70 (28 respondents)
Nor Azian Ab Latif	Consulate of Malaysia	3.40 (29 respondents)
Jenny Van De Meeburg	Austrade	4.30 (29 respondents)
Jim Trandos	Trandos Farms	4.78 (25 respondents)
Trent De Paoli	Austchili	4.50 (30 respondents)
Adrian Ung	Euro-Atlantic	4.13 (29 respondents)

**Question 4.** Rate the relevance of the information shown in each presentation to your business or operation. (Scale: 1 (Not relevant) – 5 (Very relevant))

Responses:

Speaker	Company	Average Score
Erika Sirimanne	Euromonitor International	3.50 (29 respondents)
Michael Clarke	Ag Econ Plus	3.40 (28 respondents)
Raj Wilson	Asia Link Business	3.90 (28 respondents)
Nor Azian Ab Latif	Consulate of Malaysia	3.60 (29 respondents)
Jenny Van De Meeburg	Austrade	4.30 (29 respondents)
Jim Trandos	Trandos Farms	4.50 (25 respondents)
Trent De Paoli	Austchili	4.20 (30 respondents)
Adrian Ung	Euro-Atlantic	3.80 (29 respondents)

**Question 7.** How did you hear about the Exporting to Malaysia and UAE Symposium Symposium? (Options: AUSVEG Weekly Update, Vegetables Australia, Word of mouth, AUSVEG representative, Other)

Responses:

- AUSVEG Weekly Update – 14
- AUSVEG representative – 13

## Appendix 13

- Word of mouth – 2
- Other - 1

The following questions were open ended questions posed to attendees.

**Question 5.** Please comment on areas of the symposium which you think could be improved.

Responses:

- Good to hear from the guys already in the market place. Maybe next time include some more of the shippers/freight forwarders.
- More importers attending.
- Potential to run across 1 condensed day rather than 2.
- Very short day on the first day which could have been lengthened to shorten the second day to get away earlier.
- Maybe touch on some costs involved in the export over domestic trade to help us price product better.
- More speakers with commercial experience. Jenny from Austrade was good. Trent De Paoli excellent, and Jim Trandos also excellent.
- All well done.
- Could have been a bit more content for two days.
- Do the same thing with other countries and other products.
- More grower case studies.
- More tips and hints from those already exporting.
- Perhaps some more conversation/facilitation around joint ventures/cooperatives etc. amongst growers.
- More presentations from growers or businesses that are already exporting.
- Speaker content was very good however some of it did not go deep enough. The 'Colmar Brunton' reports we get from AUSVEG on the Australian industry would be helpful if we could get them on international markets.
- More details outline of 'how' to negotiate and present to specific countries in question.
- Some first hand experiences such as Jim Trandos with which first time exporters can relate. Some of the other presentations can appear daunting.
- Was good.
- More buyers in attendance.
- Information was very relevant and engaging, if there were a session with marketers and supply chain experts to develop industry approaches to branding and supply requirements.
- Adding another speaker was not a good outcome.
- Greater focus on grower exporting (i.e Austchili) and include logistics companies.
- Information accessing presentations, videos and project findings.
- Consumer research based presentations should focus on how to drive decision making out of available data rather than merely presenting a series of descriptive stats.

**Question 6.** Please list any further comments you may have regarding the Exporting to Malaysia and the UAE Symposium.

Responses:

- Otherwise well done.

## Appendix 13

- It would have been nice to meet more importers.
- Speaker not on the program was terrible. Bob Sheppard who spoke second last. The Export to Japan Symposium format and speakers was better. Speakers about culture of export country is important.
- Additional speaker from Australia Arab Chamber bit of a waffle – not focused on info.
- This word needs to spread wider. Maybe an article summarizing speakers in the Vegetables Australia or other publications.
- Work on better price and transportation options for export.
- Great that ample time was left between sessions for networking.
- Thank you, well done. Motivating.
- Austrade seem very valuable however seem to overlap with AUSVEG, why?
- Provide delegates with electronic copies of presentations.
- Inclusion in SA grower dinner was irrelevant. Delegate dinner would have been better for networking and discussions.
- As above, linking the information to have a vegetable industry strategic approach to supply and building the brand.
- Valuable.
- Perhaps integrate a round-table type of brainstorming session for people to bounce off ideas to the whole group in addition to the networking opportunities brought by the event.

## Appendix 14

### 2016 Practicalities for Exporting Vegetables Symposium (2016) Evaluation Results

2016 Practicalities for Exporting Vegetables Symposium Feedback Responses  
The following responses were closed ended questions posed to attendees.

**Question 1.** How did you find the following speakers today?

How engaging did you find <speaker>'s presentation? (Scale: 1 (Not engaging) – 5 (Very engaging))

Responses:

Speaker	Company	Average Score
Paul Calvert	Event Chair	4.09 (22 respondents)
Darren Wilson	Austrade	4.00 (26 respondents)
Karina Keast	Department of Agriculture and Water Resources	4.19 (26 respondents)
Dianne Tipping	Export Council of Australia	4.33 (27 respondents)
Glenn Robertson	Steritech	3.73 (26 respondents)
Dr. Peter Barnard	Oliver & Doam	4.73 (26 respondents)
Mark Mackay	The Level Playing Field	4.79 (24 respondents)
James Terry	Momack Produce	3.87 (23 respondents)
Grower Panel (James Terry, Kingsley Songer, Sean Croft)	Momack Produce, 4Ways Fresh, Arahura Farms	4.16 (19 respondents)

**Question 2.** How did you find the following speakers today?

How relevant was <speaker>'s presentation to your business or operation? (Scale: 1 (Not relevant) – 5 (Very relevant))

Responses:

Speaker	Company	Average Score
Paul Calvert	Event Chair	N/A
Darren Wilson	Austrade	3.92 (26 respondents)
Karina Keast	Department of Agriculture and Water Resources	4.12 (25 respondents)
Dianne Tipping	Export Council of Australia	4.38 (26 respondents)
Glenn Robertson	Steritech	3.46 (26 respondents)
Dr. Peter Barnard	Oliver & Doam	3.88 (25 respondents)
Mark Mackay	The Level Playing Field	4.57 (23 respondents)
James Terry	Momack Produce	3.86 (22 respondents)
Grower Panel (James Terry, Kingsley Songer, Sean Croft)	Momack Produce, 4Ways Fresh, Arahura Farms	4.11 (19 respondents)

Questions 3-7 were asked for their overall views on the Symposium, using a scale where 1 is Strongly Disagree and 5 in Strongly Agree. The below table outlines the number of responses for each number on the scale.

Question 3.

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Question 3: The Symposium was an informative effective event.	
Strongly Disagree	0
Disagree	0
Neutral	1
Agree	6
Strongly Agree	12
Question 4 The appropriate amount of time was allocated to each speaker.	
Strongly Disagree	1
Disagree	1
Neutral	4
Agree	7
Strongly Agree	6
Question 5: You leave today feeling you have gained valuable insight.	
Strongly Disagree	0
Disagree	0
Neutral	2
Agree	7
Strongly Agree	10
Question 6: You would attend a future export focused seminar.	
Strongly Disagree	0
Disagree	1
Neutral	1
Agree	8
Strongly Agree	9
Question 7: You would recommend future Symposiums to others.	
Strongly Disagree	0
Disagree	0
Neutral	2
Agree	3
Strongly Agree	13

The following questions were open ended questions posed to attendees.

**Question 8.** What were the most meaningful parts of the Symposium?

Responses:

- To learn.
- Process, marketing.
- Learning how to make a start at looking at export.
- There is a lot more to exporting than I thought, lots more work, but it could be worth it.

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- Talk on the marketing side.
- Seeing the challenges faced by other companies.
- All parts were as important as each other.
- Grower panel and presentation from James Terry were the most useful.
- Understanding steps to export and grower experiences.
- Mark Mackay and Dr. Peter Barnard.
- Dianne Tipping – all the info she provided for what’s involved in exporting.
- Mark Mackay – on packaging, branding etc.
- Mark Mackay
- Mark Mackay and Dianne Tipping

**Question 9.** What suggestions do you have for improving the Symposium?

Responses:

- Give Sean Croft his own slot.
- Hand out slide shows.
- More growers.
- Could have overseas customers, buyers or agents, other contacts at the Symposium.
- Do a live demo of export. Most talks general. Why don’t you do a case study say for example export carrots, this is the steps required, have some prep for people to see. So people will see how export is done. From case study there are lots of discussion and thoughts that could be generated.
- None, very informative.
- Potentially moving the event to Friday afternoon after the produce display event.
- Slide packages available online during presentation to make notes as we go. Make hot drinks available all session.
- Handouts of the slideshows.
- Make earlier in the week.

**Question 10.** What learning or information did you gain today that you will implement in your business?

Responses:

- Make a plan, build relationships.
- What direction to go in.
- Being certain about what we want to achieve.
- Revisit our packaging.
- Packaging.
- Smarter marketing, learning the culture of your customer.
- Mark Mackay’s presentation provided some great tips that can be implemented in the business.
- Ask ourselves: Why export? Have we exhausted all domestic markets? What is our key point of difference? What is our value add? Will it cost too much for little/long payback period? What is the demand?

## Appendix 14

- Packaging and branding – not to be rushed.

**Question 11.** Any further comments?

Responses:

- Food was magnificent.
- Thanks to all.
- Much better room than last year.
- The difficulty in symposiums such as these are how to tailor the speakers/information to the audience's requirements. Maybe next time solicit some input from the audience to brief speakers on the level of the audience's knowledge.
- Grower panels are great – potentially ask for questions to be submitted prior to the seminar to assist in directing the panel.
- Have the FAQ's to AUSVEG re exporting ready as session questions in case there are no floor questions.
  - FAQ's that are generated throughout the year, and use as session questions.
  - Squeezing too much in to a presentation is excruciating to listen to and sit through. Please vet the speakers content, to ensure its not overkill and under message.
- Would be good to get presentations on retail in Asian countries – trends, consumer rights etc.

## Appendix 15

### Australian Vegetables Export Seminar 2017 (2017) Evaluation Results

Australian Vegetables Export Seminar 2017 Feedback Responses

The following responses were closed ended questions posed to attendees.

**Question 1.** How did you find the following speakers today?

How engaging did you find <speaker>'s presentation? (Scale: 1 (Not engaging) – 5 (Very engaging))

Responses:

Speaker	Company	Average Score
Jeff McSpedden	Event Chair	4.22 (23 respondents)
David McKinna	MCKINNA et al	3.92 (24 respondents)
Angeline Achariya	Food Innovation Centre	4.15 (26 respondents)
Chris Mercer	Australian Authentic Program	3.65 (26 respondents)
Simon Woolmer	Swisse	4.04 (26 respondents)
Alice Woodhead	The University of Southern Queensland	3.28 (25 respondents)
Martin Kneebone	Freshlogic	3.85 (26 respondents)
Grower Panel (Chris Schreurs, Kees Versteeg, Michael Vorrasi)	Schreurs & Sons, Qualipac, DSA Fresh	4.32 (25 respondents)

**Question 2.** How did you find the following speakers today?

How relevant was <speaker>'s presentation to your business or operation? (Scale: 1 (Not relevant) – 5 (Very relevant))

Responses:

Speaker	Company	Average Score
Jeff McSpedden	Event Chair	N/A
David McKinna	MCKINNA et al	4.14 (21 respondents)
Angeline Achariya	Food Innovation Centre	4.24 (25 respondents)
Chris Mercer	Australian Authentic Program	4.00 (25 respondents)
Simon Woolmer	Swisse	3.75 (24 respondents)
Alice Woodhead	The University of Southern Queensland	3.71 (24 respondents)
Martin Kneebone	Freshlogic	3.92 (25 respondents)
Grower Panel (Chris Schreurs, Kees Versteeg, Michael Vorrasi)	Schreurs & Sons, Qualipac, DSA Fresh	4.12 (26 respondents)

Questions 3-7 were asked for their overall views on the Symposium, using a scale where 1 is Strongly Disagree and 5 in Strongly Agree. The below table outlines the number of responses for each number on the scale.

Question 3.

The seminar was an informative effective event.	
Strongly Disagree	0
Disagree	0

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Neutral	4
Agree	10
Strongly Agree	18

Question 4.

The appropriate amount of time was allocated to each speaker.	
Strongly Disagree	0
Disagree	3
Neutral	1
Agree	13
Strongly Agree	7

Question 5.

You leave today feeling you have gained valuable insight.	
Strongly Disagree	0
Disagree	1
Neutral	2
Agree	10
Strongly Agree	9

Questions 6.

You would attend a future export focused seminar.	
Strongly Disagree	0
Disagree	0
Neutral	3
Agree	7
Strongly Agree	12

Question 7.

You would recommend future Symposiums to others.	
Strongly Disagree	0
Disagree	0
Neutral	4
Agree	6
Strongly Agree	12

The following questions were open ended questions posed to attendees.

**Question 8.** What were the most meaningful parts of the Symposium?

Responses:

- Alignment of priorities.
- Branding and provenance.
- Grower experiences with export.
- Trying to change attitudes.

## Appendix 15

- Alice Woodhead.
- Grower Stories – practical export experiences, recommendations.
- Grower responses.
- First hand experiences of growers exporting.
- Export market advice.
- Value-added is the way forward – we are not going to compete on selling bulk product.

**Question 9.** What suggestions do you have for improving the Seminar?

Responses:

- What does the grower need to do to get started?
- More time for growers, less time for those saying “you should”.
- Reporting of current export projects and references could be good, i.e. what is AUSVEG doing would be worth an update.
- Moving it from last day to first day was a great move.
- Maybe get a grower to give a summary of their export business.

**Question 10.** What learning or information did you gain today that you will implement in your business?

Responses:

- Thinking more about value-adding.
- To grow need joint ventures and collaboration.
- Get to know you customers and consumer.
- Look at value-added produce – pre-pack product.

**Question 11.** Any further comments?

Responses:

- Speakers should listen to/be aware of previous speakers so they can tailor their talk if repetitive.

## Appendix 16

### Australian Vegetables Export Seminar 2018 (2018) Evaluation Results

Australian Vegetables Export Seminar 2017 Feedback Responses

The following responses were closed ended questions posed to attendees.

**Question 1.** How did you find the following speakers today?

How relevant was <speaker>'s presentation to your business or operation? (Scale: 1 (Not relevant) – 5 (Very relevant))

Responses:

Speaker	Company	Average Score
Lachlan Fairburn	Event Chair	4.00 (20 respondents)
David McKinna	MCKINNA et al	3.95 (20 respondents)
Dianne Tipping	Export Council of Australia	3.86 (21 respondents)
David Daniels	Citrus Australia	3.95 (21 respondents)
Richard Birtill	Momack Produce	4.29 (21 respondents)
Jenny Van de Meeburg	Hort Innovation	3.90 (21 respondents)
Grower Panel (Ryan Densley, Nick Paterniti)	Virginia Farm Produce, Odeum Farms	3.85 (20 respondents)

**Question 2.** Overall, how did you find the Australian Vegetables Export Seminar 2018?

Question 2a.

Responses:

Venue	
Very Low Quality	0
Low Quality	0
Neither Low nor High Quality	3
High Quality	13
Very High Quality	5

Question 2b.

Responses:

Length of Seminar	
Very Low Quality	0
Low Quality	0
Neither Low nor High Quality	5
High Quality	14
Very High Quality	2

**Question 2c.**

Responses:

Number of Speakers	
Very Low Quality	0

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Low Quality	0
Neither Low nor High Quality	2
High Quality	17
Very High Quality	2

### Question 2d.

#### Responses:

Speaker Content	
Very Low Quality	0
Low Quality	0
Neither Low nor High Quality	2
High Quality	19
Very High Quality	0

### Question 2e.

#### Responses:

Catering	
Very Low Quality	0
Low Quality	1
Neither Low nor High Quality	5
High Quality	15
Very High Quality	0

Questions 3-7 were asked for their overall views on the Symposium, using a scale where 1 is Strongly Disagree and 5 in Strongly Agree. The below table outlines the number of responses for each number on the scale.

### Question 3.

#### Responses:

The seminar was an informative effective event.	
Strongly Disagree	0
Disagree	0
Neutral	4
Agree	8
Strongly Agree	9

### Question 4.

#### Responses:

The appropriate amount of time was allocated to each speaker.	
Strongly Disagree	1

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Disagree	1
Neutral	3
Agree	12
Strongly Agree	4

### Question 5.

#### Responses:

You leave today feeling you have gained valuable insight.	
Strongly Disagree	0
Disagree	1
Neutral	6
Agree	7
Strongly Agree	7

### Question 6.

#### Responses:

You would attend a future export focused seminar.	
Strongly Disagree	0
Disagree	0
Neutral	3
Agree	10
Strongly Agree	8

### Question 7.

#### Responses:

You would recommend future Symposiums to others.	
Strongly Disagree	0
Disagree	0
Neutral	4
Agree	7
Strongly Agree	10

The following questions were open ended questions posed to attendees.

### Question 8. What suggestions do you have for improving future Seminars?

- Moving it from last day to first day was a great move.
- Maybe get a grower to give a summary of their export business.
- There was a double up of information with a couple of the speakers which was a bit disappointing.
- I found that the information provided I already knew, as someone who has

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already done some exporting it was more applicable to someone who had not done any exports at all.

- Liked the quality of the venue and range of speakers being in range from practical to technical.
- Could be in two parts as grower requirements from packing facility or farm, and export agent's requirements from delivery as most smaller growers wanting to start exporting are unable to do all.
- Give more help to people getting started.
- Time to each speaker was too long. 25 minutes to each maximum. One session I looked around and nearly everyone was not paying attention.
- The panel session would have been better if the grower's had of been seated – it looked a little awkward for them standing the whole time in front of the projector screen.
- No suggestions, seminar was great.
- Need to make sure that the speaker are a little more engaging.
- All seminars are good informative but as a farmer I would like to know – how to start export – what paper works need for export – please invite some customers from overseas to explain more about what they need and also one-to-one meeting with overseas customers, we can show and taste them our products – what transport charges to export – which company do transport – sometimes overseas customers ask us quote of products but we don't have knowledge about how to transport and their expenses.
- Maybe more time about HIA funded projects and new data and also AUSVEG projects that are currently underway.
- I really enjoyed hearing about the Citrus journey of Export in Australia. It was good to hear insight from someone outside of vegetables. I would like this to continue.

### Question 9. Any further comments?

- Great seminar especially the grower perspectives and citrus presentation.
- Invite overseas customers as speakers and after seminar need one to one meeting with customer. Especially tomato, cucumber and capsicum lines.
- It was good to see growers there expressing an interest in export that I hadn't seen previously.