



OA Dinner
18 October 2018

**TASMANIAN
FRUIT & VEGETABLE**
Export Facilitation Group



The Power of One

- ❖ **Our Group is established; but new kid on the block with capability & capacity**
- ❖ **Singular Objective – Identification and facilitation of exports**
- ❖ **2 years ago we didn't exist – but have accessed \$1-m**
- ❖ **Primarily Project activity-based**
- ❖ **Tasmanian - Vegetable Sector: \$900-million - Fruit Sector: \$450-million**



The Power of Projects

- ❖ **Vegetable Export Facilitation – Hort Innovation**
- ❖ **Seed Potato Access – Indonesia**
- ❖ **Value adding Horticulture – ex farm gate**
- ❖ **International trade fairs – Taste Australia**
- ❖ **Onion market rebuilding – Europe & Northern Hemisphere**



The Power of Onions

❖ Tasmania's market access; past and present

• 2013	AUS	52,605-mt	TAS	44,302-mt
• 2017	AUS	27,535-mt	TAS	13,713-mt
	=	▼25,070-mt		▼30,589-mt

❖ Why – Study Tour to the EU/UK next week

❖ Factual rather than anecdotal

❖ Prepared for Industry - transparent, visible, report to Government



The Power of Indonesia

❖ New Zealand's market access; past and present

• 2013	NZ	12,504-mt	AUS	210-mt
• 2017	NZ	39,448-mt	AUS	338-mt
=		▲ 26,944-mt		▲ 128-mt

❖ Why – Study tour later this year to Indonesia

❖ Factual rather than anecdotal

❖ How does NZ do it?



The Power of Collaboration

- ❖ **My first visit was to meet with Lechelle Earl of Onions Australia**
- ❖ **Collaboration to avoid duplication and wasted resources**
- ❖ **I interact with AUSVEG, Hort Innovation, Taste Australia, Department of Agriculture & Water Resources, AgriGrowth, StateGrowth, Trade**
- ❖ **Comparative Advantage and Competitive Advantage**
- ❖ **Value-add is the future**



THANK YOU

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