



# Exporting from Australia

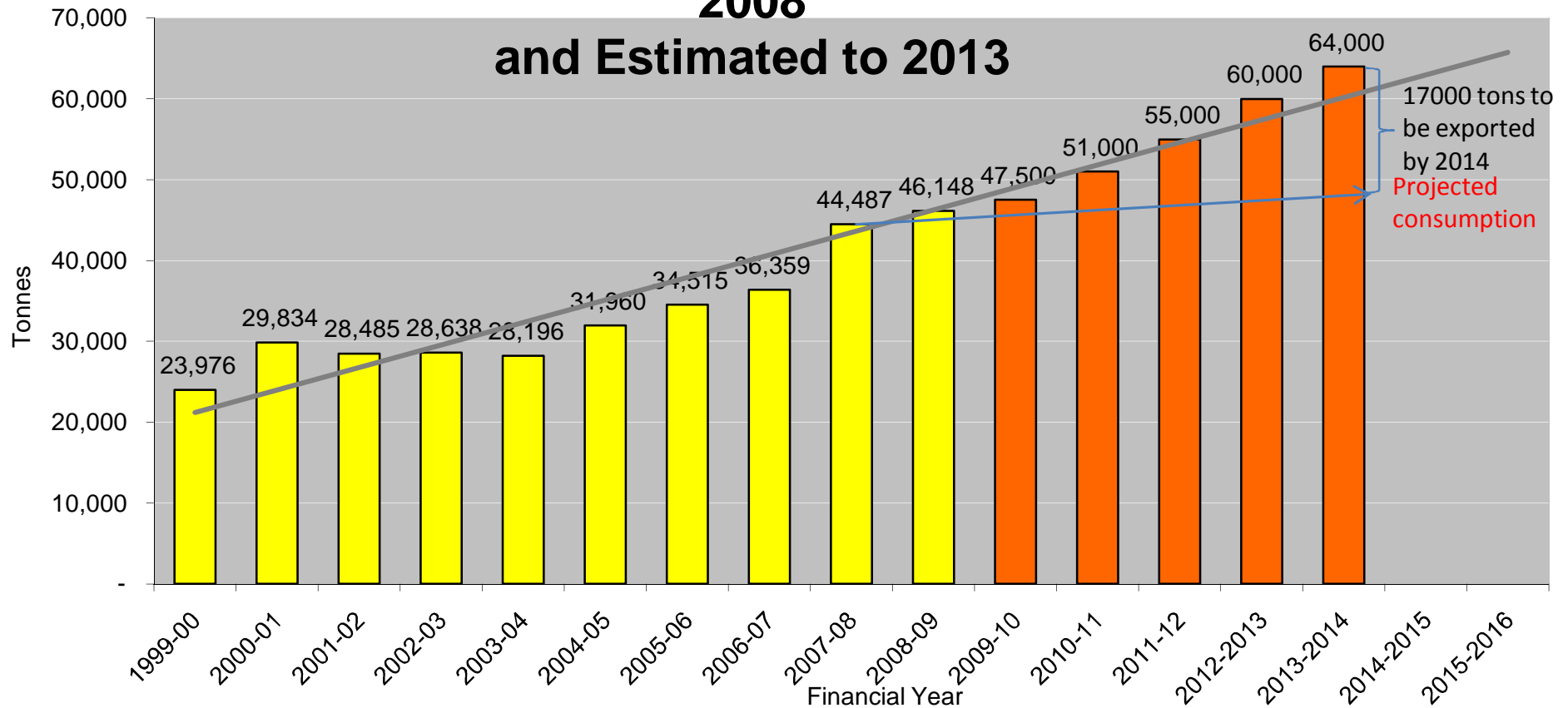
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Avocado Export Company



# Projected Growth of Australian Production

## Growth in Australian Avocado Production 1999 to 2008 and Estimated to 2013



(Source: Infocado, ABS, Levy Receipts (est for 2009-2013))



# Developing the Australian Export Market

## Changing the Culture

- Differentiate between local and export market
- Ability to supply in required quantity and quality to customer programmes
- Invest in export market development
- Export returns based on local market price structure and not consumer demand in export countries.
- Export market MRL requirements
- Minimum Export Standards and Quality Assurance manual
- Australian and Export Co branding
- Improved market intelligence.
- Market Access



# Differentiate between Local and export market

- Recipients have an expectation of premium export quality fruit – no quality compromise without compensation
- Minimum quality, weight and packaging requirements
- Pre and post harvest treatments to improve shelf life





## Programmed supply

- Customer has an expectation of a long term supply agreement
- Year round availability in programmed supply
- Branded product
- Market development
- Product support





# Export Market Development

- Training of personnel in warehousing, ripening and logistics
- Cold chain management
- Wholesale and Retail promotions
- Point of Sales materials

Health benefits

Recipes





# Market Forces

- Price fixing based on Australian local market prices
- Importers watch local market prices
- Base price on cheapest offer for a count





# Maximum Residue Levels

- Zero tolerance of certain MRL's of extreme importance in a number of countries
- Packing sheds will have to adjust pre and post harvest treatment to avoid huge costs to destroy product







# Quality Assurance

- When packing for export adjustments to external appearance, Nett weight of trays, chemical applications and orchard practises to comply to Globalgap certification.
- Australian Quality Export Manual standards
- Differentiate in standards and requirements between export markets





# Branding Strategies

- Australia – The universal seller
- Company brand – consistency of quality and quantity





# Market Intelligence

- Improved industry coordination for export activity
- Participation of AAL, HAL, AUSTRADE, QDPI &F, Trade Queensland, etc.
- Participating in key trade fairs





# Market Access

- USA
- Japan
- China

