

EXPORT SUB-COMMITTEE

24 JULY 2018, BUNDABERG



WELCOME

④ 1. Introductions

- establish the sub-committee members and appoint a sub-committee chairperson (20 minutes)

④ 2. Review

- top-line recommendations from two export reports (20 minutes) - Jane Richter

④ 3. Define

- the knowledge/resource gaps that we are aware of (20-30 minutes) - Group

④ 4. Other projects

CRCNA – Exporting Perishable Products, NSW DPI & PAI: Sensory evaluation (10 minutes) – Jane Richter

④ 5. Vision for passionfruit export (30 minutes) - Group

④ 6. Next steps & set next meeting date



MT17002 – TROPICAL FRUIT EXPORT STRATEGY

- ⊗ Singapore: Foodservice channel, relatively unknown fruit, price (and quality?) advantage vs. SA, established supply chains & shipping consolidation
- ⊗ UAE: Foodservice channel – juice demand, slight price advantage but lower priced market overall, competitive freight rates, growing demand for passionfruit, quality advantage vs. SA
- ⊗ Hong Kong: Small sales, low price, low quality – not attractive unless significant differentiation & premium can be achieved
- ⊗ USA: High potential but no market access (irradiation?), NZ success could be expanded upon, freight costs are high, premium & online sales
- ⊗ NZ: Need market access protocol, July-August window, existing retailer relationships & supply chains

MT17002 – TROPICAL FRUIT EXPORT STRATEGY

- ⊗ There are more gaps than solid data
- ⊗ Each potential market needs in-market exploration
- ⊗ The successful export pathway is NOT the domestic product model
- ⊗ Industry is fractured with no common executed quality standards
- ⊗ Unpredictability of supply presents challenges
- ⊗ NZ & Singapore best opportunities

“in most cases Australian exporters must establish a tangible point of difference based around such attributes as superior varieties, quality standards, packaging, labelling, branding or some combination of all of these factors”



MT17002 – TROPICAL FRUIT EXPORT STRATEGY

1. An industry culture based on a willingness to export and zest for continuous improvement.
2. Industry export capability and readiness.
3. A targeted strategy based on a clear understanding of prime prospect opportunities.
4. Persistence and a long term commitment to succeed in the selected markets.
5. Commercial grade market intelligence and insight to help guide product marketing and export market development.
6. A product range and marketing mix that differentiates Australian tropical fruit and supports the level of premium pricing required to be competitive and profitable in export markets.
7. A strong brand presence in each target market.
8. An integrated and efficient export supply chain.

PASE – AUSTRALIAN PASSIONFRUIT EXPORT STUDY

- General lack of understanding of ‘what it takes to export’
- Individual growers not ready to export – needs a collaborative approach for success
- Learn from other tropical fruits & successful export pathways
- Potentially join forces with other tropicals to advance
- Start with accessible markets - Hong Kong & Singapore best opportunities
- Premium price positioning required
- Need to identify consumers’ needs & preferences in target markets

“the industry should simply make a start, even on a very small scale and learn through experience”



POST HARVEST

- ⦿ Correct temperature management & cold chain?
- ⦿ Coatings?
- ⦿ Packaging options like MAP?
- ⦿ Unique or highly distinctive – how to “brand” our fruit?

COATINGS



BRANDING?



PACKAGING



REMOVE AIR. RETAIN FRESHNESS.

Air is the enemy of fresh. By removing air and moisture, the FoodSaver® System helps retain the flavour, texture and nutritional value in fresh food.

Combined with a special range of bags & containers the system can extend the freshness of food up to five times longer.



PACKAGING REQUIREMENTS?

- Preserves shelf-life
- Provides cushioning/structural support (air transit)
- Highly space efficient
- Sustainable (?)
- Brandable
- Unique or highly distinctive
- Hand packed or machine option that is affordable

CONSUMER PACKAGING EXAMPLES

