

# New berry exciting export project underway

MT20004: Joint Berry Export Trade Development is an investment under the Hort Innovation Blueberry Fund, Raspberry and Blackberry Fund, and Strawberry Fund. Jenny Van de Meeberg, Export Manager, Berries Australia

The Australian berry industries are in a period of continuing production growth and many in the industry are concerned that they are approaching domestic market saturation. The consequence of oversupply will be downward pressure on domestic market prices and therefore an overall reduction in the profitability of the industry.

Currently, only a very small percentage of each berry crop is exported to international markets however with targeted intervention, there is an opportunity to increase trade and ensure a positive future for the industry.

From a global perspective, berries continue to gain popularity internationally and the category has maintained a compound annual growth rate (CAGR) of 5.8% for strawberries and 13.8% for blueberries over the last decade (ITC calculations based on UN COMTRADE and ITC statistics). The trend towards healthy eating, the rise in popularity of fruit for 'snacking' purposes, the classification of blueberries as a 'superfood', and the versatility of berry products suggest both global berry consumption and the corresponding opportunity for Australian exports is positive. Furthermore, the blueberry industry has the added advantage of Australian-owned, premium, world-class genetics which gives the industry an extra edge on the international competition.

With many of the priority issues common between industries, the benefits of looking at a collaborative berry market access and trade development project are significant. This project will realise efficiencies in expenditure and the Berries Australia project team are well placed to deliver this project because of their deep existing relationships across all three industries.

The overall objective of the newly contracted project, MT20004: Joint Berry Export Trade Development, is to proactively manage market access and trade

development for the berry industries so that an increasing volume of product can be moved offshore, over time, at sustainable prices. By fostering a well-educated, well-resourced, export-focused cohort the berry industries will be able to remove product from the domestic market and alleviate saturation.

All berry growers will benefit from this project; exporters will receive the advice and assistance they need to grow their international business and non-exporters will benefit from stabilisation of the domestic market.

## To achieve these objectives, the project proposes five pillars:

1. Export Readiness and Capacity Building
2. Trade Development and Market Access
3. Risk Management
4. Communication
5. Collaborative Partnerships

Through a series of targeted and professionally designed activities, the project will improve grower's understanding of export opportunities, enhance grower's ability to engage in export supply chains and empower the industry to provide clear advice to government on market access and trade development priorities. It will also mean future levy-funded projects designed to support market access and trade development will be better informed and be rich in technical detail, therefore delivering a better return on investment.

The project commenced in May 2021 and will run through until March 2024, with updates to be published in future editions of this journal. If you would like any further information, please contact Export Manager Jenny Van de Meeberg: [export@berries.net.au](mailto:export@berries.net.au), 0410 536 269

 <b>BLUEBERRY FUND</b>	 <b>RASPBERRY AND BLACKBERRY FUND</b>	 <b>STRAWBERRY FUND</b>
<small>This project has been funded by Hort Innovation using research and development levies from the Blueberry Fund, Raspberry and Blackberry Fund and Strawberry Fund and funds from the Australian Government. For more information on the funds and strategic levy investment visit <a href="http://horticulture.com.au">horticulture.com.au</a></small>		