

Get Export Ready!

Jenny Van de Meeberg, Export Manager, Berries Australia

Berries Australia are pleased to announce an introductory course to help growers become 'export ready' will be available at the end of May in the Export Hub of the Berries Australia website.

This course has been created in partnership with AUSVEG and the Export Council of Australia (ECA). The course is entirely online and can be completed at your own pace – you can log in and out of the course as required so it can fit around your busy workday.

The course is available **free of charge for levy-payers** and Berries Australia is confident it will be useful to a wide range of businesses.

You should consider enrolling in the course if:

- you want to understand how export works even if you are not currently involved in international trade;
- you are looking to deepen your understanding of the export supply chain so you can take greater control of your current exports; or
- you are a very experienced business who might use this as part of an induction package for new employees joining your export team.

The *Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets* course contains 8 e-learning modules covering a broad range of topics relating to international trade for fresh produce.

Topics covered:

1. Module 1: Why Export
2. Module 2: Export Readiness
3. Module 3: Market Access & Market Research
4. Module 4: International Market Entry
5. Module 5: International Marketing & Meeting Customers
6. Module 6: Export Documentation
7. Module 7: Freight & Logistics
8. Module 8: Finance & Pricing

The training program has been developed to increase knowledge about exporting through:

- Customised content that is tailored to aspiring fresh produce exporters
- Interactivity to enhance learning outcomes
- Videos on selected topics to highlight important information
- Practical grower examples and case studies
- Q&A's in each module to deepen understanding
- Flexible functionality to access the content via computer, tablet or smartphone

Access to this training course for levy-paying berry growers is funded by Hort Innovation using the raspberry and blackberry, strawberry and blueberry levy and contributions from the Australian Government.

To register for the online course:

- Visit www.berries.net.au/home/export
- Complete the form to join the Export Group if you are not already a member
- Once you have received your access details, login at the Export Hub and select the GET EXPORT READY option
- Complete the registration form to be provided with secure access to the 'Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets' online training course
- You will receive confirmation of your course login details once your registration has been approved

For further information contact our Export Manager, Jenny Van de Meeberg on export@berries.net.au