

New! Live trade data to drive industry export growth now available in the Export Hub

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

Growers and exporters are encouraged to learn more about international trade opportunities with Berries Australia's new data visualisation tools. The data visualisation tools can be found in the Export Hub on the Berries Australia website.

There is a dashboard for each berry crop; blueberries, strawberries and Rubus. Each dashboard can display trade data by country, at a monthly level, including volumes and price per unit. It also shows competitors in the market, their market share, volume and price per unit. The data stretches back over a thirty-year period, so it is also possible to see how markets have changed over time.

All prices in the dashboard are in Australian dollars and FOB (free-on-board) which does not include shipping, insurance or importation costs. The data is provided by Global Trade Atlas (GTA) and it uses a dynamic feed so it provides live updates as the data becomes available. For example, when looking at 2021 (current year) data, the dashboard displays each month up to August and it will load September as soon as the data is available.

GTA is a market-leader in providing comprehensive global trade data in every commodity at the most detailed level of harmonised system code (HS code). GTA sources dependable monthly bilateral trade data from official imports and exports statistics supplied by nations around the world.

Providing the industry with high quality trade data is one way to empower growers and exporters to engage with opportunities in trade and make informed decisions about participation in the marketplace.

Berries Australia is very excited to offer berry growers an industry-leading data visualisation tool, but we also welcome your feedback on how it could be modified, expanded or improved to meet your needs.

Growers and exporters are encouraged to provide feedback on the trade data dashboards to export@berries.net.au

The data that drives the trade dashboards has been made available using funds from the Hort Innovation strawberry, raspberry & blackberry, and blueberry funds with contributions from the Australian Government.

Whilst we are excited to present this tool to industry, we also recognise that data is just one part of the trade research that growers and exporters need to make informed decisions. Data is always limited to being historical and does not necessarily predict the potential of a market, especially where the industry might be able to offer a unique or differentiated product. Berries Australia is currently working on a suite on market insight reports with Austrade.

These reports will analyse, from a qualitative perspective, the market opportunity. The reports will focus on market structure and dynamics, packaging and promotions, competitor unique selling points, the customer base and consumer preferences. We hope to release these in 2022 and they will complement the data we are making available through the online dashboards.

DASHBOARD EXAMPLES

EXPORT MARKETS DASHBOARD

STRAWBERRIES AUSTRALIA

Market: Singapore

Year: 2020



Source: Global Trade Atlas (IHS Markit). Currencies are in AUD.

This dashboard shows that for the year 2020, South Korea was the largest exporter of fresh strawberries into the Singapore market providing 41.5% of the volume supplied and mostly concentrated in their seasonal window of December-April.

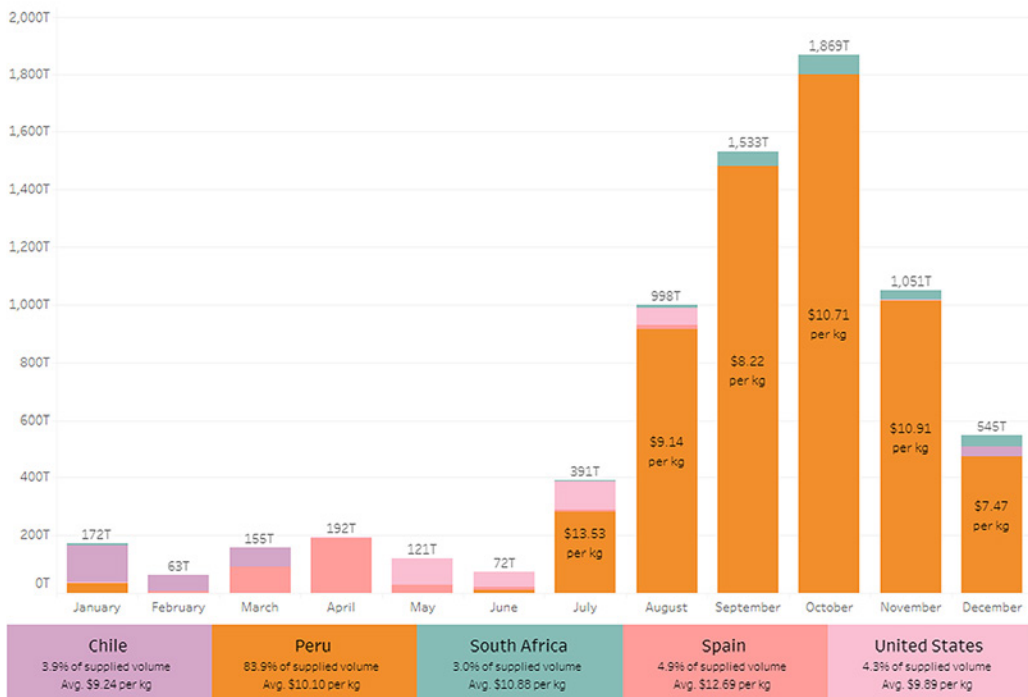
Image credit: Berries Australia Export Hub – Trade Hub data

EXPORT MARKETS DASHBOARD

Australian Blueberry Growers' Association

Market: Hong Kong

Year: 2020



Source: Global Trade Atlas (IHS Markit). Currencies are in AUD.

This dashboard shows that for the year 2020, Peru was by far the largest exporter of fresh blueberries into the Hong Kong market providing 83.9% of the volume supplied and mostly concentrated in their seasonal window of July-December.

Image credit: Berries Australia Export Hub – Trade Hub data

In addition to the new dashboards, Berries Australia have also been working with the Department of Agriculture, Water and Environment to access weekly commodity reports which detail, at an aggregate level, information about berry exports leaving Australia. This includes information on volume, port of departure, number of RFP's and destination. It also offers a week-on-week and year-on-year comparison so growers and exporters can see how the industry is changing over time.

To be supplied with these reports, please contact export@berries.net.au

Given the sensitive nature of this information, it can only be supplied to berry levy payers, under strict conditions of confidentiality.



ACCESS TO THE EXPORT GROUP IS OPEN TO ALL BERRY GROWERS AND EXPORTERS IN AUSTRALIA

When you join the group you will receive access to the Export Hub which will include useful sections including Export Help Desk, Market Access Strategies, Annual Export Plans, MRL data (coming soon) as well as an export education training course and other exclusive trade-related materials for the berry industry as these are developed.

You will also receive timely and relevant alerts as an e-newsletter keeping you in touch with everything you need to know to be a successful berry exporter from Australia across the world.

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Strategic levy investment

BLUEBERRY FUND

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Strategic levy investment

RASPBERRY AND BLACKBERRY FUND

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STRAWBERRY FUND

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 horticulture.com.au