

Cultivating Opportunities for Australian Blueberries in China

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In a strategic move to expand market opportunities for Australian blueberry growers, Berries Australia has been actively engaging with key stakeholders in China. Over the past few months, our team has embarked on a series of high-level meetings and attended significant events, laying the groundwork for what could be a game-changing opportunity for the Australian berry industry.

The journey began with a pivotal meeting with Australia's Ambassador to China, His Excellency Mr. Scott Dewar, in Beijing. Ambassador Dewar reaffirmed the Australian Government's support for our endeavours, discussing the positive outlook for Australia-China relations and the potential for Australian blueberries in the Chinese market. This meeting set a positive tone for our market engagement initiative.

We also engaged with Chinese officials, notably meeting with Madam Yu Lu and Mr Lu Kun of the China Chamber of Commerce for Import and Export of Foodstuffs, Native

Produce and Animal By-products (CFNA) in Beijing. These discussions focused on the high quality and taste expectations of Chinese consumers, providing crucial insights into market requirements.

Our efforts extended to participation in high-profile events, including the prestigious Ball on the Wall hosted by AustCham China, the China International Fruit Expo (CIFE) hosted by the CFNA and the Australia China Business Council (ACBC) Canberra Networking Day. These events provided excellent platforms for networking and raising awareness about Australian blueberries.



Lu Kun (CFNA), Rachel Mackenzie (ABGA), Yu Lu (CFNA), Jesse White (ABGA) at China International Fruit Expo (CIFE)

Photo credit: ABGA



Jesse White (ABGA) conducting a media interview while sampling fruit at CIFE

Photo credit: ABGA



Jesse White (ABGA) with Ambassador to China, Scott Dewar sampling fruit at CIIE. Photo credit: ABGA



Jesse White (ABGA), Trade Minister Senator Don Farrell, representatives from Bright Foods and Little Red Book at Austrade's CIIE Welcome Reception

Photo credit: Austrade

The culmination of our recent efforts was our participation in the China International Import Expo (CIIE) 2024 in Shanghai. As part of Australia's largest ever delegation to CIIE, we showcased our premium blueberries at the NSW government stand within the Australian national pavilion.

CIIE is a crucial trade show for foreign products looking to enter the Chinese market, and our participation demonstrates our serious interest in and commitment to this market.

The response from Chinese importers and retailers at CIIE was overwhelmingly positive, with particular praise for the freshness, taste, and size of our blueberries. This enthusiastic reception has bolstered our confidence in the potential for future exports to China.

Chinese consumers have a long-standing love for blueberries, and many of the varieties popular in China are actually Australian-developed. Our counter-seasonal availability (July to December) complements China's domestic season (January to June), offering Chinese consumers year-round access to their favourite varieties.

Australian blueberries stand out for several reasons. They are big, sweet, and crunchy, grown in Australia's clean, green natural environment. Our proximity to China allows for air freight, ensuring the freshest product possible for consumers.

From picking to export readiness, the process takes just 24 hours, with a mere 9-hour flight from Sydney to Shanghai bringing these blueberries to CIIE.

The opportunity for Australian blueberries in China is significant. With its large population and growing middle class, China represents a vast market with increasing demand for high-quality fresh produce. Chinese consumers are among the most discerning when it comes to quality, and Australian blueberries are well-positioned to meet these high expectations.

As we continue our efforts to engage with China, we remain optimistic about the future. The connections we've made, the insights we've gained, and the positive reception we've received all point towards a promising future for Australian blueberries in China.

Berries Australia is committed to seeing this initiative through, working tirelessly to open up new opportunities for our growers and bring the best of Australian berries to Chinese consumers. Our participation in CIIE and our ongoing engagement with key stakeholders in China are crucial steps in this journey, demonstrating our serious commitment to the Chinese market and our confidence in the quality and appeal of Australian blueberries.