

Inbound Trade Mission Strengthens Engagement with Asia's Berry Buyers

Jesse White, General Manager – Asia, Berries Australia

In mid-January, Berries Australia participated in a Tasmanian government-led inbound horticulture trade mission aimed at strengthening commercial relationships and showcasing the export capability of Australia's fresh produce sector, including berries.

The delegation included importers and retailers from China, Hong Kong, Korea, Japan, Thailand, Vietnam, the Philippines, Indonesia, Singapore and Malaysia, highlighting the strategic importance of Asia as a growth region for Australian horticulture. The multi-day program provided delegates with direct exposure to Australia's production systems, quality standards, biosecurity frameworks and supply-chain capability.

Berries Australia was represented by Jesse White, General Manager – Asia, who engaged with delegates throughout the program. Site visits covered a broad range of commodities, including berries, apples, cherries and vegetables, demonstrating both the diversity of Tasmania's horticultural sector and its integration within Australia's national fresh produce industry.



The delegation visits Tasmanian Berries in Exton near Launceston in Tasmania's north



(L-R) Jesse White, Lu Kun (CFNA) and Jie Deng (Yueming Tou Agriculture) at Tru-Blu Berries on the Cygnet coast south of Hobart



Sukhminder Grewal (Costa Berries) explaining production techniques to the delegation



Tasmanian Berries owner Andrew Terry addresses the delegation

Berry-focused visits included Tru-Blu on the Cygnet Coast, Tasmanian Berries in Exton, and Costa’s Sulphur Creek berry operation, where delegates gained first-hand insight into Tasmania’s cool-climate growing conditions, production systems and premium fruit outcomes. Across the delegation, there was strong interest in Australian blueberries, with particularly high engagement from buyers representing China and the Philippines.

The presence of senior industry stakeholders, including a representative from the China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA) and buyers from leading Chinese retail platform Ding Dong Fresh and Vietnam, reinforced the commercial relevance of the program and the importance of ongoing progress on market access.

A highlight of the mission was a Tasmanian fresh produce networking showcase held on Wednesday 14 January, attended by the Deputy Premier, Trade Minister and Acting Premier of Tasmania, The Hon Guy Barnett MP. The event provided a valuable forum for informal discussion between growers, exporters, buyers and government representatives.

The mission was hosted by the Tasmanian Government Department of State Growth and coordinated in partnership with Fruit Growers Tasmania, demonstrating the value of close collaboration between industry and government. Inbound trade missions remain a critical tool for Australia’s berry industry, supporting relationship-building, strengthening market confidence, and positioning Australian berries for sustainable growth across Asia.



All photos credit: Berries Australia