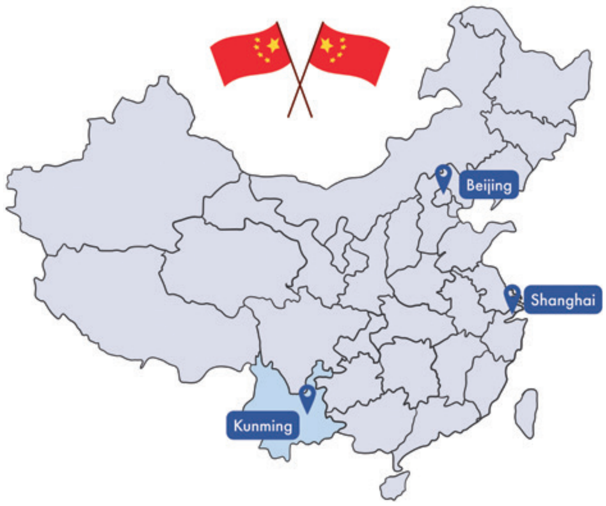
New Kunming Wholesale Market Opens a Gateway for the Australian Blueberry Industry

Jesse White, General Manager Asia, Berries Australia

On 28 April 2026, the Kunming Haiguanxing Fruit Market officially opened in Yunnan's Dianzhong New District, marking a significant milestone in the development of China's southwest fruit trade infrastructure, and one with direct implications for Australia's blueberry industry.

Berries Australia's General Manager Asia, Jesse White, attended the opening alongside representatives from the Australian Department of Agriculture and Austrade.

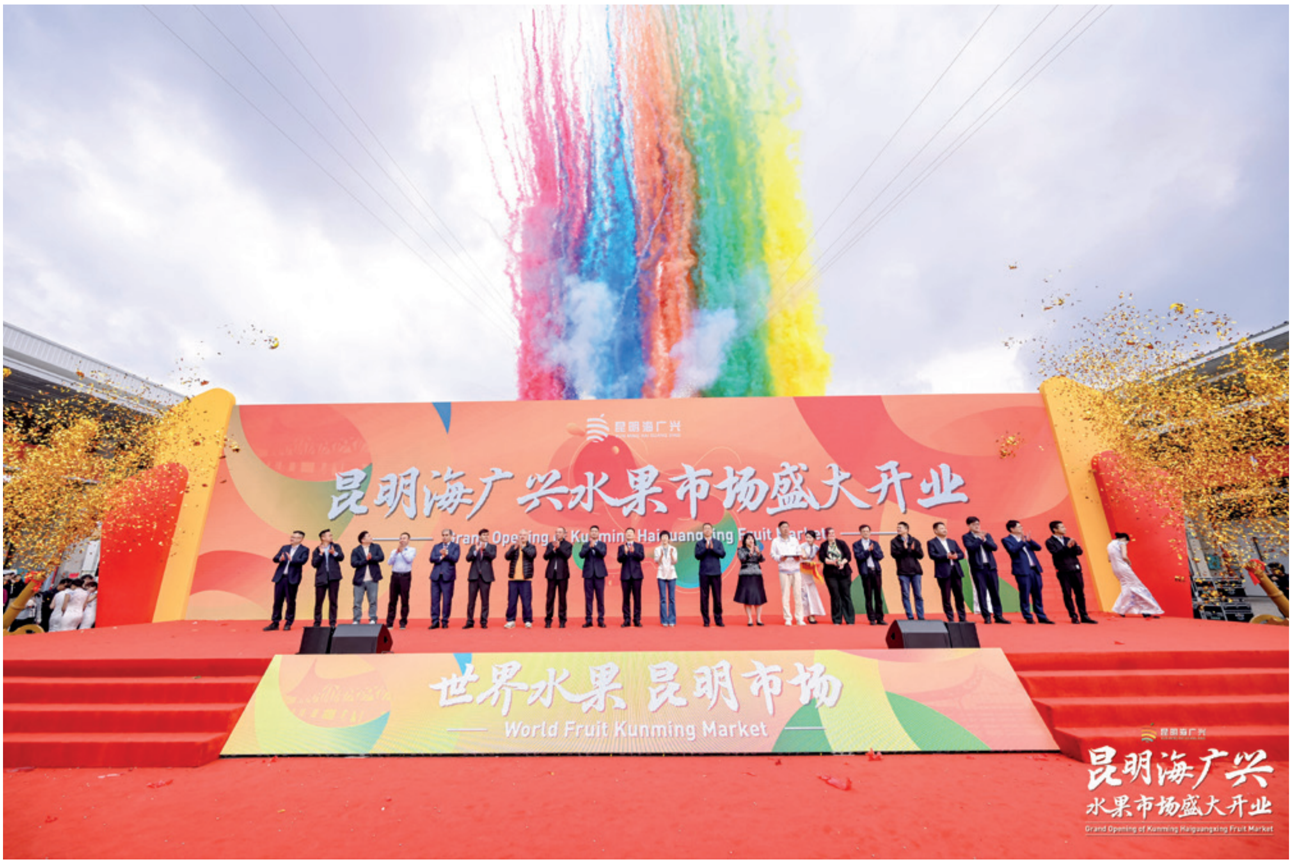


Backed by ¥1.6 billion in investment from a consortium of Jiaxing Fruit Market, Guangzhou Jiangnonghui, and Shanghai Ouheng Group, the market has been purpose-built as the southwest's primary wholesale fruit hub. The facility features smart cold chain infrastructure and modern trading operations, and is expected to establish Kunming as a regional fruit price-formation centre, an industry information hub, and a cold chain logistics node. The market reported a 100% merchant sign-up rate ahead of opening, with all stall allocations, logistics, and loading partnerships completed, demonstrating a strong signal of industry confidence.

More than 500 industry guests attended the formal opening ceremony, including Cao Derong, President of the China Chamber of Foodstuffs and Native Produce Import and Export, and Yang Dongwei, Deputy Director of the Dianzhong New District Management Committee. The calibre of commercial tenants reinforces the market's positioning; Zespri® and Goodfarmer opened flagship operations on the day, while Joy Wing Mau, River King, and Yumsun have each established permanent trading bays with dedicated sales desks and cool rooms. Driscoll's was also a visible presence at the event.

Representatives from multiple foreign consulates attended, underscoring the international dimension of the market's ambitions. The scale of the occasion was underscored by a community lunch hosted and funded by the market, which drew an estimated 10,000 merchants and local residents to enjoy local cuisine, demonstrating the market's commitment to embedding itself in the region's commercial and social fabric.

For Australia's blueberry industry, the significance of this market runs deeper than the general horticulture trade. Yunnan is China's largest and fastest-growing blueberry production region, and Australian varieties are already performing strongly there - notably '*Eureka Sunrise*' (*L25*) and '*Arana*' (*L11*), which are well suited to Yunnan's growing conditions.



All photos credit: Kunming Haiguangxing Wholesale Market

For Australian breeders licensing varieties into China, the Haiguanxing market represents a new and important distribution channel, both for domestic supply into south and west China and as a gateway for blueberry exports to southeast Asia which is a region where berry consumption is still in its early stages.

The market's location makes this viable. Situated adjacent to Kunming Changshui International Airport and connected to Kunming's integrated air, rail, and road transport network, it sits at the intersection of major corridors linking China directly to Laos, Thailand, Vietnam, Cambodia, and Myanmar.

Haiguanxing Chairman Xu Zheng outlined a vision closely aligned with China's 'Belt and Road Initiative' to build a southwest wholesale hub and southeast Asian trading centre, capturing the growing opportunity in cross-border fruit trade.

When Australia secures market access for blueberries into China, this market will form part of the supply chain picture. While East Coast wholesale markets will remain the primary entry points for much of the country, the Haiguanxing hub is positioned to serve south and west China with its growing consumer base that has historically been harder to reach efficiently.

Combined with the facility's role as an export gateway into ASEAN markets, it presents a dual opportunity: a channel for Australian-grown fruit into China, and a distribution point for Australian-bred varieties grown under licence in the region to reach new consumers across southeast Asia.

The presence of the Australian Department of Agriculture and Austrade at the opening reflects the Australian Government's recognition of Kunming's emerging importance in the regional fruit trade.

For Berries Australia, maintaining visibility at developments like these is essential to building the industry relationships and market intelligence that will underpin our long-term trade objectives in the region.

berries AUSTRALIA