Sweet Success for Tasmanian Rubus Berries in Singapore

Kate Dickinson, Trade and Marketing Officer, Fruit Growers Tasmania

- Visiting international markets provides valuable insights into what our competitors are doing, what consumers want, retailers' pricing, and how fresh produce is presented
- It is also key to elevating the Australian brand, building relationships and developing preferred supplier arrangements
- To achieve this, we need to keep showing up in-market!

Food Hospitality Asia (FHA) held in Singapore in April 2026 was attended by Fruit Growers Tasmania as part of the three-year fresh fruit marketing and promotion program "Tasmanian Grown", made possible by the support of the Tasmanian Government.

The aim of attending FHA is to raise awareness and appreciation of Tasmanian-grown fresh fruit and highlight what sets us apart from our competitors. We also work to build relationships and share trade enquiries with our growers.

FHA is one of the largest annual food and beverage trade shows in Asia, with more than 80,000 visitors across the four days and 115 countries represented. The scale is phenomenal as the exhibitor stands alone occupy ten hectares (100,000 m²) of the Singapore Expo Centre. Fruit Growers Tasmania's stand was within the Australian pavilion in Hall 8.

We were one of only six exhibitors representing fresh fruit at the event. Within the Australian pavilion, there were State government representatives, together with business representation from NSW, Victoria, Tasmania and Western Australia.

Why is Singapore considered a target market?

It is densely populated with 6.11 million people; it has a high GDP per capita reflecting a high level of disposable income, and it has a stable government. Perhaps most importantly for fresh fruit exports, it has an excellent and well-established cool chain infrastructure, largely due to its need to import 90 per cent of its food. Singapore has no phytosanitary restrictions in place for fresh produce, and it is a gateway to other Asian markets such as Indonesia and Malaysia.

Importantly, like much of Asia, fruit is an appreciated and celebrated part of the culture. Singaporeans consume 76 kg of fruit per year compared to just about 50 kg for Australian consumers.

To demonstrate the quality of Tasmanian Grown produce, we took samples of raspberries and blackberries, plus RubiGold, Southern Bliss and Tiger Fuji apples. This assisted our engagement with the busy trade representatives from countries including China, Hong Kong, Malaysia, Singapore, Thailand, the Philippines, Taiwan and Indonesia.

To ensure the safe arrival of our samples in Singapore, we sent the apples via an export agent, and the berries received personal attention in our hand luggage!

Peter Cornish, CEO Fruit Growers Tasmania showcasing Tasmanian Grown fruit at Food Hospitality Asia

Fresh berries on sale across a range of Singaporean grocery retailers

All photos credit: Fruit Growers Tasmania

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Feedback from the fruit sampling was very positive, and many trade show visitors stated that the berries were noticeably larger and sweeter than those available in the supermarkets. This was backed up by our own retail observations.

Andrew and Steph Terry of Tasmanian Berries provided us with two varieties of berries – '*Maravilla*' raspberries and '*Victoria*' blackberries, both late-season varieties which grow well in Tasmanian conditions. These fresh berries were nothing short of magnificent, retaining their freshness and shape throughout the week-long show. They lasted well despite a 16-hour unrefrigerated travel day, followed by transit from a small hotel fridge to the trade show fridge in 33 °C heat and humidity!

Comments from tradeshow visitors included "These are the biggest raspberries I have ever seen and… sweet" and "Normally the blackberries we buy here are a bit sour and not as large…so these are delicious."

The key Singapore supermarket chains, such as FairPrice, CS Fresh and Sheng Siong and smaller high-end retailer Little Farms, were in attendance, meeting with existing suppliers and looking for new products. It was an important opportunity to speak to them about the quality of Tasmanian-grown fruit and our seasonal availability to supplement existing supply channels.

There is good awareness of Australia as a quality fresh food producer in Singapore, but in fairness, no more or less than other countries like New Zealand and the USA. Competition in this market is truly global; they source the best produce from many different regions, and origin brand reputations prevail.

Japan and Korea are considered best for strawberries, Japan for melons and Italy for tomatoes. This kind of reputation and awareness has taken many years to build. The taste experience and visual appearance are key, and it is not just down to varieties but also the growing conditions.

FHA attendees enjoying Tasmanian Rubus berries Photo credit: Fruit Growers Tasmania

Fruit is a feature of grocery retail in Singapore with a broad range of choices available in tropical and temperate fruit, both in fresh and frozen forms.

In the major retailers, blueberries and strawberries are prominent in the refrigerated shelves with a range of brands from countries including Korea, Peru, South Africa, China and the USA. The raspberries and blackberries were not as prominent and were almost exclusively Driscoll's branding from China, with one store stocking Perfection Fresh raspberries from Australia.

During our visit, both raspberries and blackberries were selling for SD11.50 for two punnets ~ AUS$6.27/125 gm punnet, which was slightly lower than similar stores selling two punnets for SD12.50 at the same time last year.

Little Farms also offered a small range of organic blueberries, strawberries and raspberries from Spain.

Having visited Singapore and the FHA trade show for two years running, these are some of the key takeaways from our visits:

- A better understanding and strengthening of the supply chain relationships between the grower, export agent and importer would boost trade outcomes
- Singapore remains a market worth considering for export with potential for substantial growth
- There is an opportunity for more varietal choice of soft berries and grades based on fruit size
- Packaging that removes the use of plastics but still ensures visibility will resonate well with consumers
- Small volumes and snackable serving sizes are popular with health-conscious Singaporeans, and they will pay extra for convenience

Promotion in export markets is vital if we are to continue building market share. It's a competitive environment, and if you are not visible, you can soon be forgotten!

Fruit Growers Tasmania