



Australian Vegetables

Always fresh, available and delicious
to suit every palate





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Acknowledgement of country

In the spirit of reconciliation we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Australian Government
Australian Trade and Investment Commission

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Introducing Australia's Vegetable Industry

Australia has a proven reputation for supplying the safest, highest quality fresh vegetable produce in the world

Australia is internationally renowned for its clean, safe and delicious fresh vegetables. It is our attention to detail, our best practice biosecurity, environmental management, production and first-rate food safety systems that enable us to produce the cleanest, freshest produce for our international consumers.

Vegetables are one of Australia's largest horticultural industries with an annual production of about 3.83 million tonnes with over 215,000 tonnes of fresh Australian vegetables exported to over 50 countries each year.

Our sheer size and range of climatic growing conditions together with a diversity of soils mean that Australia can supply most of our fresh vegetables all year round and we can supply counter seasonally.

Australian vegetable growers, located in every state and territory, are dedicated to using the very latest agricultural innovations and practices

Australia's proximity to Asia and the Middle East shortens transport times, allowing us to deliver fresher, great-tasting vegetables to these markets by sea and air.

Australia's strength in research and innovation means our vegetable growers are constantly developing and launching new innovations to meet consumer demands such as long shelf-life vegetable products.

Our horticulture supply chain is managed to the highest standards with rules that regulate the entire industry from production to harvest and sales. This all results in Australian vegetables that are of the highest quality.



Grown in ideal conditions



Extensive range of vegetables



Exported to over 50 countries



Healthy and nutritious



Technology and innovation



Safe and trusted source



Ideal Growing Environment



The range of climatic conditions and growing regions make it possible for many vegetables to be available fresh throughout the year

Australia's size provides climatic diversity which enables an extensive range of fruit and vegetables to be grown. These extend from the tropics in Far North Queensland, the Northern Territory and northern Western Australia to temperate areas in southern Victoria, Tasmania and the south west of Western Australia.

All our vegetables are grown with care and dedication ensuring our vegetables are of the highest quality

A very wide range of vegetables is grown in Australia, from asparagus to zucchini.

The major crops grown are potatoes, tomatoes, carrots, lettuce, onions, pumpkins, brassicas, celery, leafy salads and capsicums.

The following pages provide availability, major growing and production area and value for the following Australian vegetables: asparagus, brussels sprouts, carrots, celery, lettuce, onions and potatoes.



Asparagus



Lettuce



Brussels Sprouts



Onions



Carrots



Potatoes



Celery



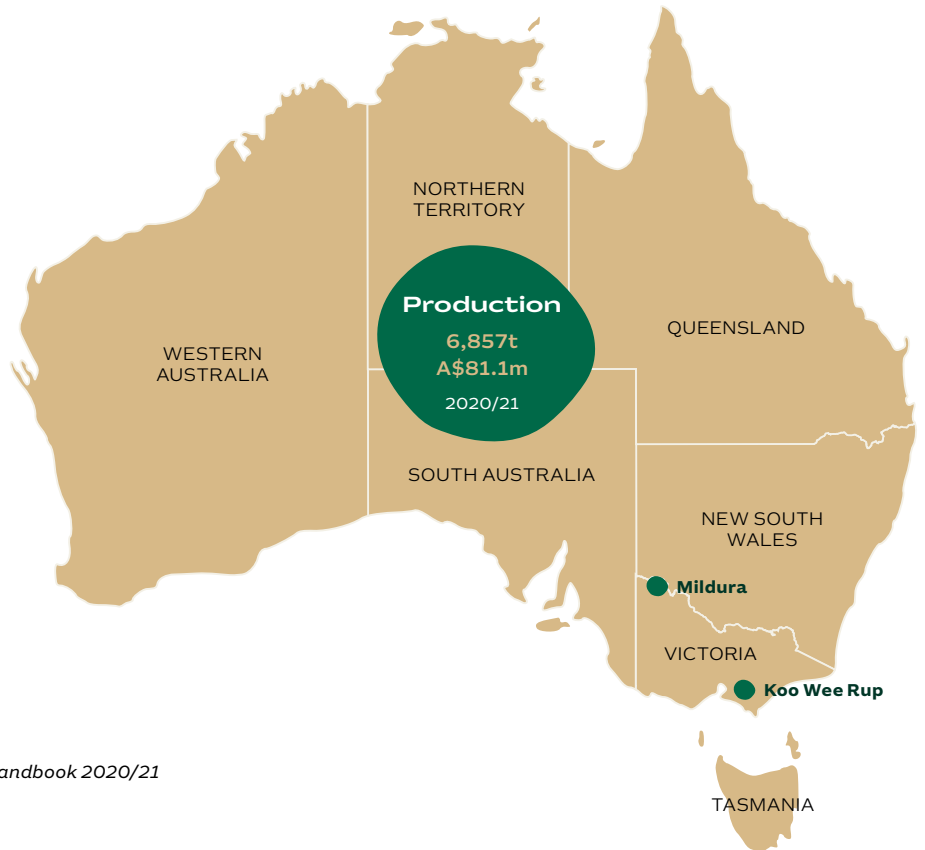
Asparagus

Availability

September to March

Major growing area

Victoria
New South Wales



● Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



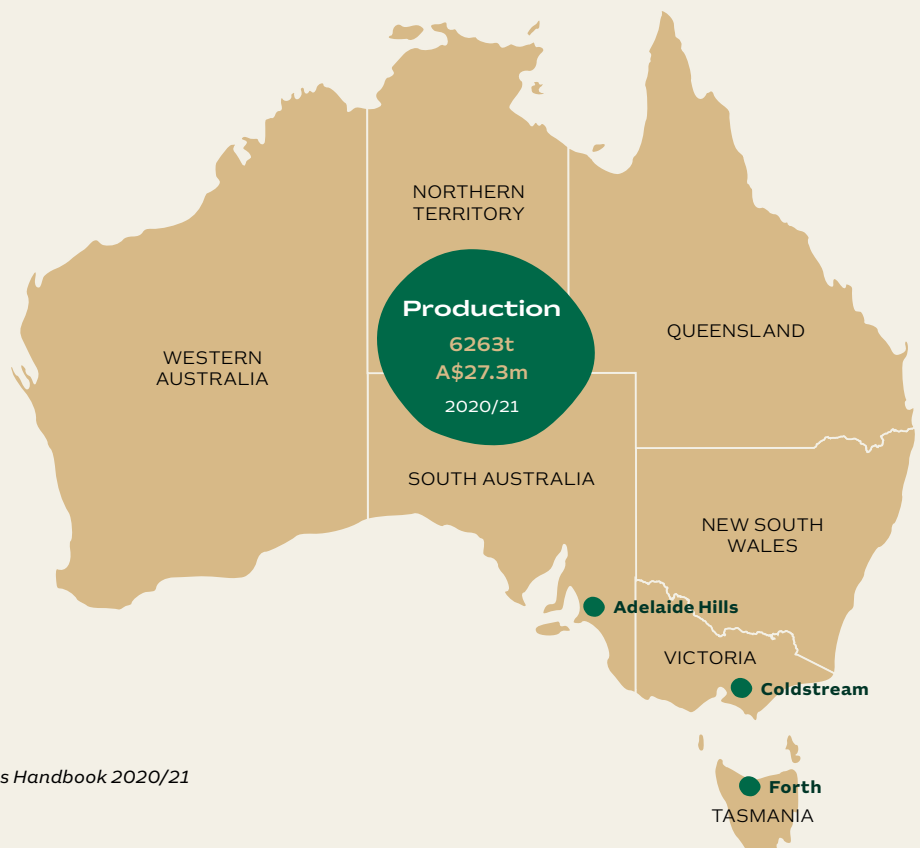
Brussels Sprouts

Availability

March to September

Major growing area

South Australia



● Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



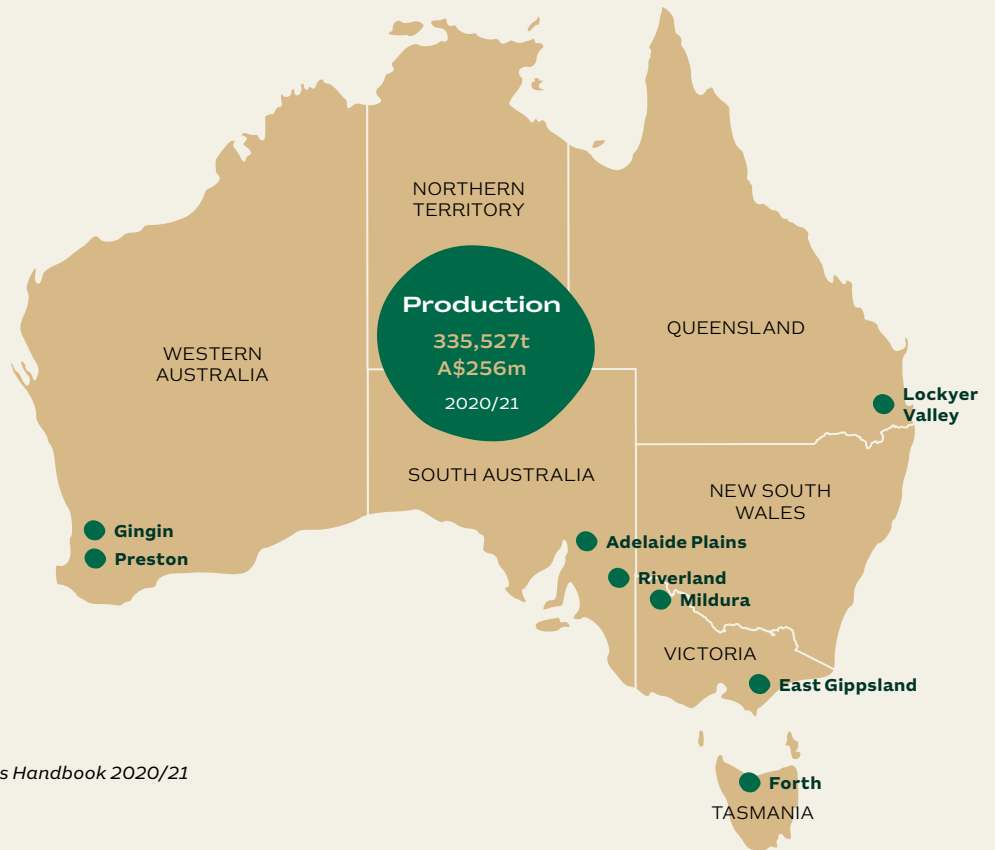
Carrots

Availability

All year round

Major growing area

Western Australia
South Australia
Victoria
Queensland
Tasmania



Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



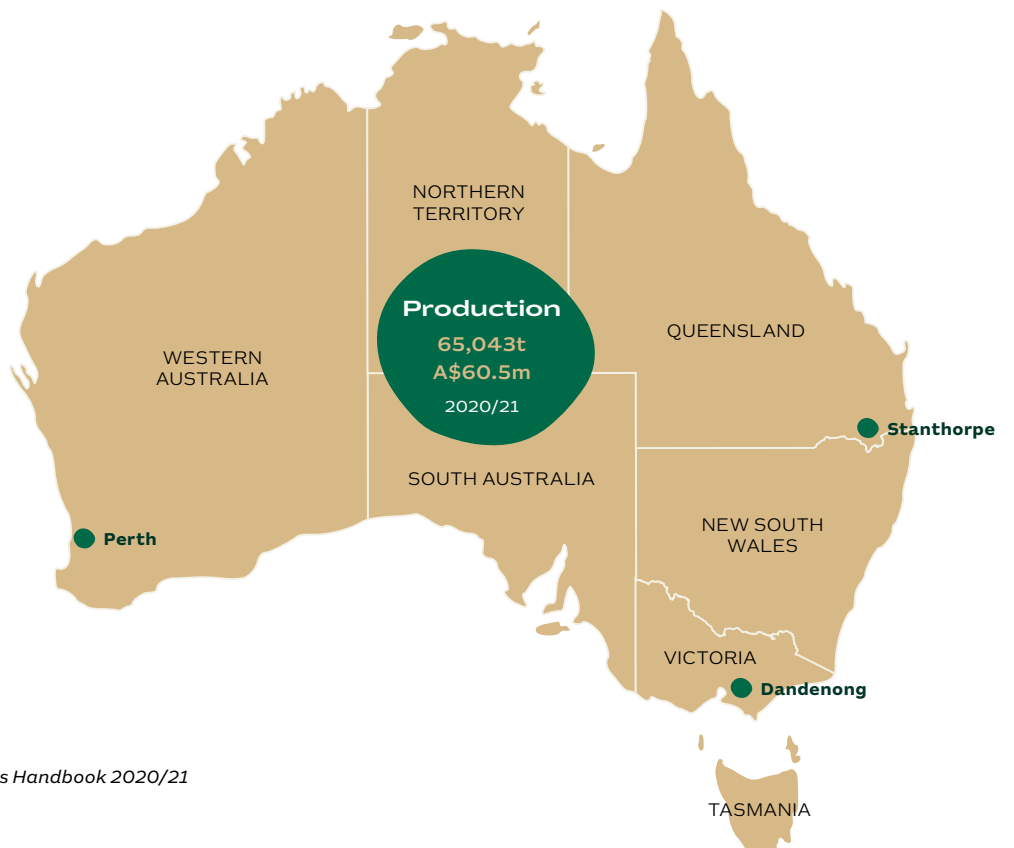
Celery

Availability

All year round

Major growing area

Victoria
Queensland
Western Australia



Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



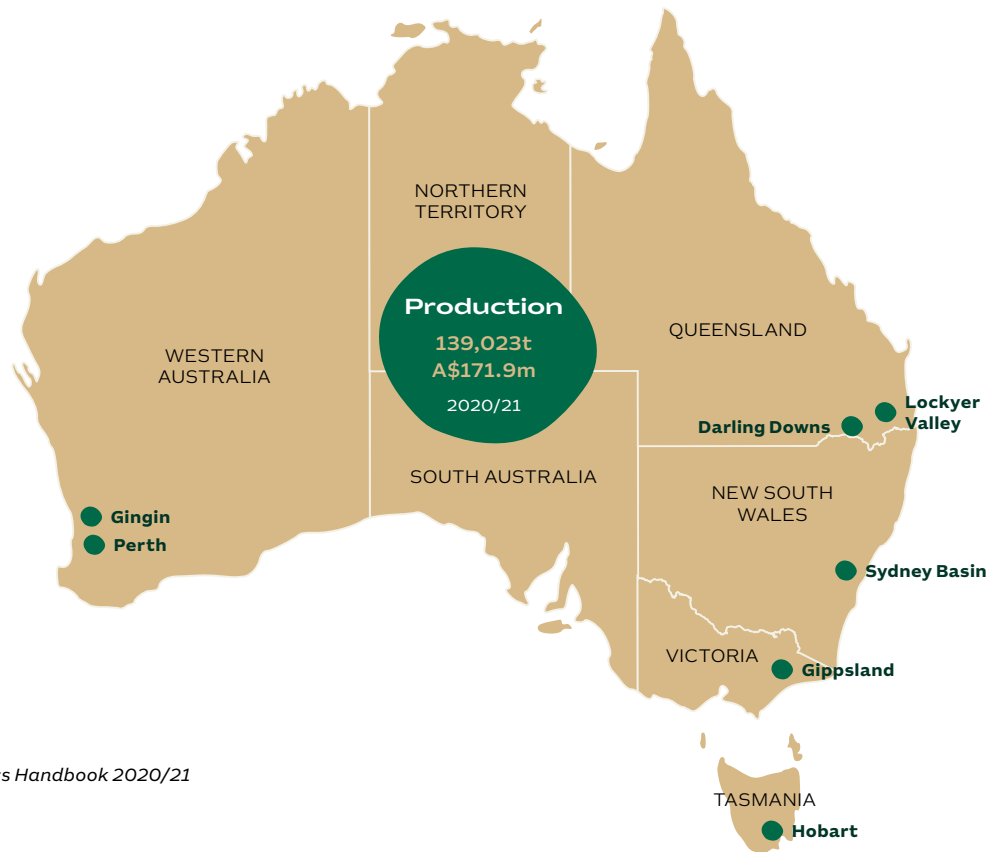
Lettuce

Availability

All year round

Major growing area

Victoria
Queensland
New South Wales
Western Australia



Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



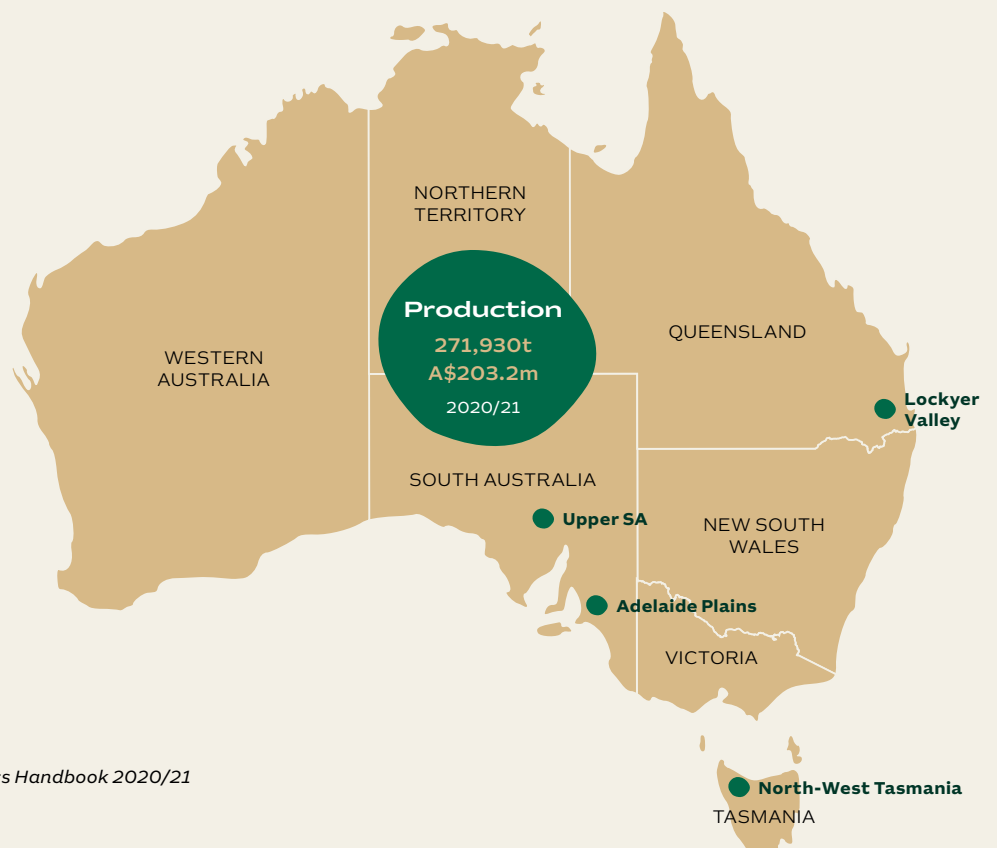
Onions

Availability

All year round

Major growing area

South Australia
Tasmania
Queensland



Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



Potatoes

Availability

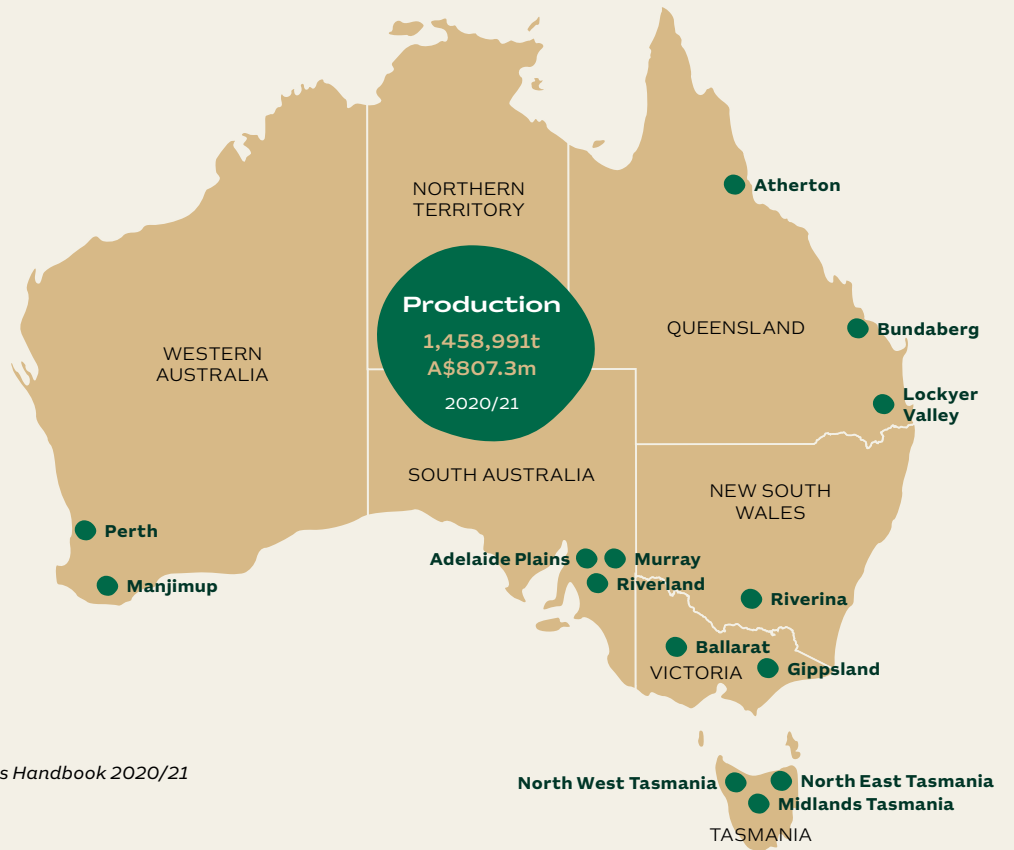
All year round

Major growing area

New South Wales
Victoria
Queensland
Western Australia
South Australia
Tasmania

● Major production areas

Source: Australian Horticulture Statistics Handbook 2020/21



Australian Vegetables



Our horticulture is held to the highest standards resulting in Australian vegetables that are of premium quality and taste

Consumer demand for choice and convenience has supported greater diversity of vegetable production, including more varieties of leafy salad greens, lettuces, mushrooms and tomatoes.

All crops are grown with care and dedication by implementing simple biosecurity measures and best practice farming and production techniques to produce the cleanest, freshest produce for Australian and international consumers.





Asparagus

Asparagus officinalis

This popular vegetable comes in a variety of colours including, green, purple and white.

Green asparagus is the most popular variety in Australia. It derives its colour from the process of photosynthesis as the spear emerges from the soil into direct sunlight. Thick, medium and mini spears are available.

Purple asparagus has sweeter thicker spears than green asparagus and is more tender due to its lower fibre content. It also has an interesting fruity flavour. The purple colour is due to natural occurring anthocyanins that are potent antioxidants.



Carrots

Daucus carota

Carrots are a root vegetable and a member of the parsley family and are most commonly recognised as having orange flesh and green leaves. They can also be white, yellow, red or purple! Carrots have a subtle sweet flavour.

There are 4 main varieties grown in Australia which are distinguished by shape. Nantes varieties are blunt-ended straight to slightly tapered roots, Emperor varieties have pointed roots, Autumn King varieties have highly tapered pointed roots and Chantenay varieties are wide shouldered.



Brussels Sprouts

Brassica oleracea

Brussels sprouts resemble miniature cabbages and are related to cabbages and cauliflowers. They are small, cabbage like and are the edible bud of the plant. They are harvested when they are bright green and firm with no yellowing.



Celery

Apium graveolens

Celery is a crisp green vegetable with long stems and green leafy ends. Both the stems and leaves are edible. The leaves are strongly flavoured and should be used when young.



Lettuce

Lactuca sativa

Lettuce is available in a wide range of shapes and textures. They can vary from the dense heads of the iceberg type to the notched, scalloped, frilly or ruffly leaves of leaf varieties.

Leaf texture can also vary from soft and buttery to crisp and crunchy. Although leaves are often green, there are red and variegated varieties.

Taste can vary from watery, mild and subtle to piquant, bitter and intense.

There is a wide variety of lettuce produced in Australia. The most common varieties are Iceberg which has a firm green head with crisp, unblemished leaves, Cos lettuce which has crisp, elongated leaves tightly wrapped and Oakleaf which has distinctive oak shaped leaves.





Onions

Allium cepa

Onions come in various shapes and colours, the most common being round to oval shaped. Onions are a bulb and come in various colours including white, brown and red, which have different flavour profiles and uses.

Brown onions have a brown or almost yellow skin and creamy flesh. They have a strong flavour and are excellent for cooking. The main varieties are Creamgold and Murray Brown.

Red onions have purplish red skin and white flesh tinged with red. They have a milder and sweeter flavour compared to brown onions. The main varieties are Redshine, Redwing and Red Emperor.

White onions are milder than brown onions and the main varieties are Bianca, Gladalan White and White Spanish.



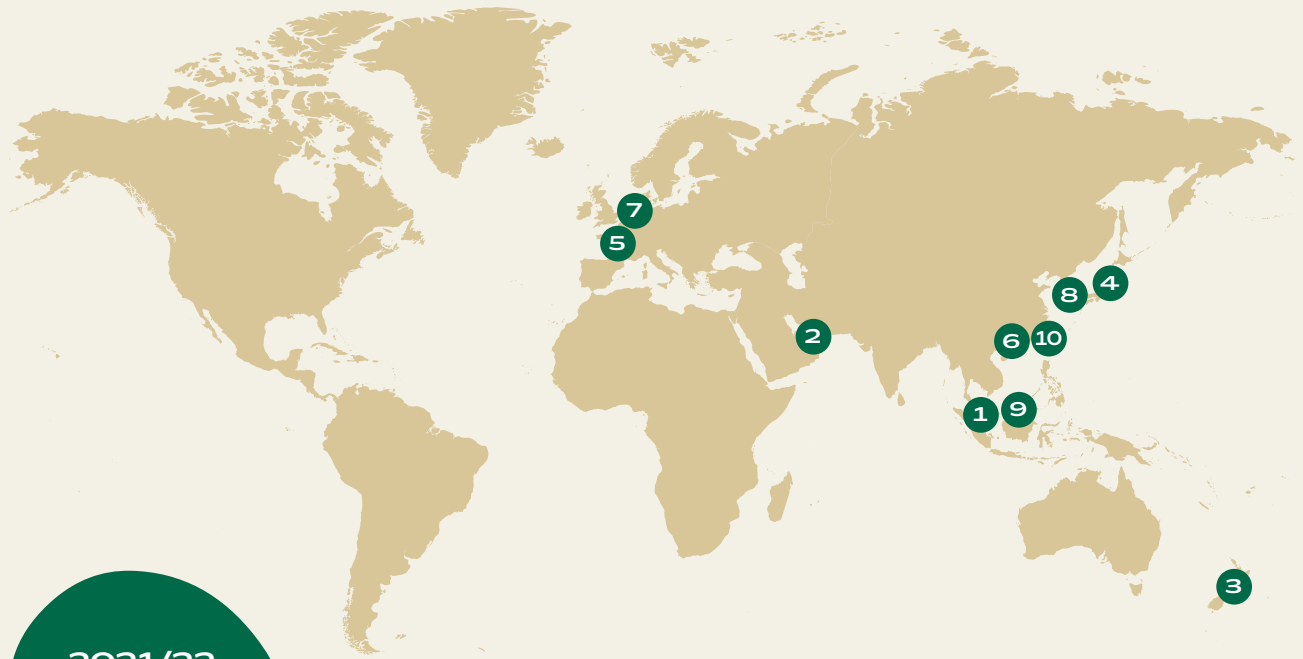
Potatoes

Solanum tuberosum

Australian potatoes can vary in size and shape and also have varying skin and flesh colour, from creamy to white, yellow, red to even purple. There are many different varieties of potatoes the most well known locally are Coliban, Desiree and Sebago.

The top 5 export potato varieties are:

- **Nadine:** A waxy potato with white, firm flesh and skin that holds its shape well when boiled or microwaved. Not recommended for frying.
- **Desiree:** A very popular all-rounder with pink skin and pale yellow, firm flesh that holds its shape well so is excellent boiled, baked, mashed and in salads but not recommended for frying.
- **Royal Blue:** An oval-shaped all-rounder with purple skin and yellow flesh that makes wonderful mash, great roast potatoes and chips and is a versatile potato suitable for all cooking purposes.
- **Chat:** are small potatoes that are great (either boiled or roasted) served as a side. They're our favourite potato for serving as a side (with a dollop of butter)!
- **Ruby Lou:** are a pink-skinned variety with white flesh. The tubers are round to oblong in shape with smooth skin and shallow eyes. They are a waxy potato that is excellent for roasting, boiling and frying.



2021/22
A\$264m
215,374t

● ————— **Top export markets**

- | | |
|-------------------------------|---------------------------|
| 1 Singapore | 6 Hong Kong, China |
| 2 United Arab Emirates | 7 Netherlands |
| 3 New Zealand | 8 South Korea |
| 4 Japan | 9 Malaysia |
| 5 France | 10 Taiwan |

Source: Global Trade Atlas and Australian Horticulture Statistics Handbook 2020/21



Growing Global Demand



Australia has an international reputation as a reliable supplier of some of the best fresh vegetables in the world

Proximity to Asia shortens transport times, allowing Australia to deliver fresher, better tasting and better looking fruit and vegetables to these markets by sea and air, often supplying in counter-seasonal months and in times of short supply. Fresh produce can be packed and airfreighted to Asian markets within 48-60 hours from harvest.

Our reputation is enhanced by clean and green credentials forged by a world-class food safety management, quality assurance systems and the environmental stewardship of our producers.

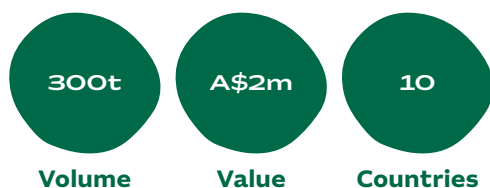
This ensures our international customers receive a product that is not only good to eat but is also good for the environment.

Australia has 16 Free Trade Agreements in force that benefit Australian exporters and their overseas customers in major markets. Recent trade and economic partnership agreements negotiated between Australia and other international markets are focussed on making Australian fruit and vegetables even more competitive.

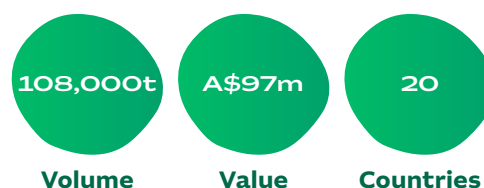
Asparagus



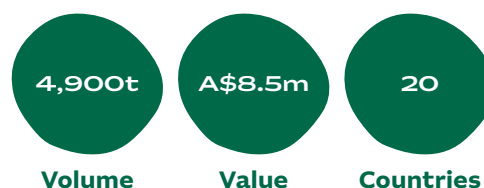
Brussels Sprouts



Carrots (and turnips)



Celery



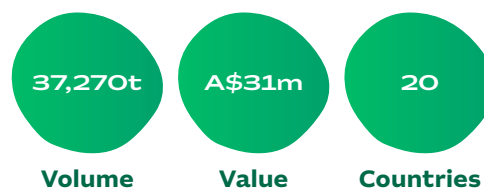
Lettuce (head)



Onions



Potatoes



Source: Australian Horticulture Statistics Handbook 2020/21



Nutrition and Health Benefits



Eating a wide variety of fruit and vegetables promotes good health

Fruit and vegetables are an important part of your daily diet. They contain a range of vitamins and minerals that can help to keep you healthy. They can also help protect against some diseases.

Fruits and vegetables are low in fat, salt and sugar. They are a good source of dietary fibre, which can make you feel fuller for longer.

As part of a well-balanced, healthy diet and an active lifestyle, a high intake of fruit and vegetables can help you to lower your cholesterol and may even help lower your blood pressure.

Enjoying a variety of fruit and vegetables in your daily meals and snacks means eating all the colours of the rainbow. Each colour carries unique compounds that give our fruit and vegetables some of their many health benefits.



Asparagus

Asparagus has abundant nutrition packed into every spear, including a range of B group vitamins, vitamin C and potassium. Add to that the emerging research that asparagus has bio-active compounds like antioxidants that help protect the body against future disease and you have a very impressive vegetable.

Brussels Sprouts

Brussels sprouts have lots of vitamin K which may help keep our blood and bones healthy and contains nutrients to help keep our eyes healthy. Brussels are also an excellent source of vitamin C. Vegetarians can combine iron rich plant-based foods like beans and chickpeas with some brussels sprouts and the vitamin C will help your body to absorb more iron.

Nutritional information		% DV
(serving size 134g)		
Calories	27	
Total Fat	0.2g	0%
Saturated Fat	0.1g	0%
Sodium	2.7mg	0%
Total Carbohydrate	5.2g	2%
Dietary Fibre	2.8g	10%
Sugar	2.5g	
Protein	3g	6%
Vitamin D	0mcg	0%
Calcium	32mg	2%
Iron	2.9mg	16%
Potassium	271mg	6%

Nutritional information		% DV
(serving size 88g)		
Calories	38	
Total Fat	0.3g	0%
Saturated Fat	0.1g	0%
Sodium	22mg	0%
Total Carbohydrate	7.9g	2%
Dietary Fibre	3.3g	10%
Sugar	1.9g	
Protein	3g	6%
Vitamin D	0mcg	0%
Calcium	37mg	2%
Iron	1.2mg	16%
Potassium	342mg	7%

Celery

Celery is as good for your mood as it is for your body. It contains potassium which nourishes your nervous system, to keep you feeling good. It's well known for being low in calories, but also contains useful phytonutrients, vitamins and minerals.

Nutritional information		% DV
(serving size 101g)		
Calories	14	
Total Fat	0.2g	0%
Sodium	81mg	4%
Total Carbohydrate	3g	1%
Dietary Fibre	1.6g	6%
Sugar	1.4g	
Protein	0.7g	1%
Vitamin D	0mcg	0%
Calcium	40mg	3%
Iron	0.2mg	1%
Potassium	263mg	6%

Lettuce

Lettuce is one of Australia's favourite green leafy vegetables. Its crispy, green/crimson-red leaves are one of the incredible sources of essential nutrients that benefit health. Indeed, it is among the most sought-after greens, be it in your crunchy green salads or healthy sandwiches!

Nutritional information		% DV
(serving size 47g)		
Calories	8	
Total Fat	0.1g	0%
Sodium	3.8mg	0%
Total Carbohydrate	1.6g	1%
Dietary Fibre	1g	4%
Sugar	0.6g	
Protein	0.6g	1%
Vitamin D	0mcg	0%
Calcium	16mg	1%
Iron	0.5mg	3%
Potassium	116mg	2%



Carrots

Carrots contain carotenoids which are a group of fat-soluble antioxidants that have the potential to protect your cells from damage and may improve the immune system. Beta-carotene is responsible for giving carrots their orange colour. Another carotenoid found in carrots is lutein, which is thought to be involved in protecting the eyes. Carrots also have a good amount of fibre, biotin, vitamin K and vitamin C.

Nutritional information		% DV
(serving size 128g)		
Calories	52	
Total Fat	0.3g	0%
Sodium	88mg	4%
Total Carbohydrate	12g	4%
Dietary Fibre	3.6g	13%
Sugar	6.1g	
Protein	1.2g	2%
Vitamin D	0mcg	0%
Calcium	42mg	3%
Iron	0.4mg	2%
Potassium	410mg	9%

Onions

Onions contain prebiotic fibre, which is the perfect gut-loving nutrient to keep your gut happy and your mood boosted. In addition to being a deliciously simple way to boost your veggie intake, onions have many impressive health benefits. They are great for immunity, mood, gut health, heart health and the waistline.

Nutritional information (serving size 160g)		% DV
Calories	64	
Total Fat	0.2g	0%
Saturated Fat	0.1g	0%
Sodium	6.4mg	0%
Total Carbohydrate	15g	5%
Dietary Fibre	2.7g	10%
Sugar	6.8g	
Protein	1.8g	4%
Vitamin D	0mcg	0%
Calcium	37mg	3%
Iron	0.3mg	2%
Potassium	234mg	5%

Potatoes

Potatoes are full of goodness. They are rich in dietary fibre, vitamin C, potassium, folate, B group vitamins and magnesium, so you'll be able to power through your day.

Nutritional information (serving size 75g)		% DV
Energy	237kJ	3
Protein	1.8 g	4%
Fat, total	0.1 g	0%
- saturated	0 g	0%
Carbohydrate	12.8 g	4%
sugars	0.2 g	0%
Dietary fibre, total	1.3 g	4%
Sodium	3 mg	0%
Niacin	1.6 mg	16%
Vitamin C	14 mg	36%
Potassium	333 mg	-

Source: Veggycation





Enjoy our Vegetables

All the colours of the rainbow to create delicious healthy meals



Asparagus

Asparagus can be steamed, boiled, stir-fried, grilled or sliced thinly and eaten in raw salads.



Brussels Sprouts

This versatile vegetable is making a culinary comeback. Slice Brussels Sprouts in half or quarters drizzle over olive oil, some salt and pepper and pop them in the oven for a delicious healthy side dish.



Carrots

Australian Carrots are sweet and a super versatile vegetable. You can use them in salads, stews and stir-fries. They are great for eating raw with your favourite dip!



Celery

The humble celery is fantastic in soups, stews, stir-fries, salads, raw with dips and short lengths filled with low-fat cottage cheese or peanut butter for snacks.



Lettuce

An essential ingredient for any salad, sandwich or wrap. Lettuce is delicious dressed with olive, nut or seed oils, and vinegar or lemon juice—eaten raw or cooked the taste can vary from watery, mild and subtle to piquant, bitter and intense.



Onions

Onions are extremely versatile – they can be sweet, tangy, sour, soft or crisp. White onions with their very mild flavour makes them suitable for salads and sandwiches.



Potatoes

The quiet achiever! The potato is full of fibre and a great all rounder that be steamed, boiled, roasted or mashed. It is eaten on its own or as a side dish, so versatile.



Technology and Innovation



Australian vegetable growers are constantly innovating and launching new consumer products value-added or long shelf-life vegetable products

Australia's strength in research and development as well as its commitment to ongoing R&D and new production techniques assist the nation's horticulture industry in meeting the changing requirements of dynamic customer markets.

Traceability

Traceability is becoming a critical part of modern agriculture because it provides information about provenance, authenticity, chain of custody and enhances food safety measures.

AUSVEG Strategic Partner, FreshChain Systems recently completed a potato and cherry traceability, property location, and provenance pilot project with Food Agility CRC, the New South Wales Department of Primary Industries, GS1 Australia, Woolworths, Mitolo Family Farms (potatoes) and Cantrill Organics (cherries).



The pilot trial related to adopting digital traceability in two horticulture production systems. Woolworths-branded brushed potatoes and organic cherries had unique serialised QR codes with a GS1 Digital Link label applied to the bags and punnets. The GS1 Digital Link was encrypted with location data and a scannable QR code, which led to an interactive consumer application that could be viewed on a smartphone. The GS1 Digital Link enabled the product to be traced in real-time, from property to store. It also provided information about how the product moved along the supply chain, the time spent at each location and allowed for real time feedback from consumers.

Controlled atmospheric technology

Australia's vegetable exporters tapped into new technology to double the shelf life of some of their produce, increasing their competitiveness amid rising freight costs brought on by the COVID-19 pandemic.

A pilot project by the Queensland Department of Agriculture and Fisheries, AUSVEG and Hort Innovation used controlled atmosphere technology to trial sea freight to New Zealand and Asia. This research project provided vegetable exporters with additional insights into which export markets are technically viable by sea freight and could help underpin short and longer-term export growth for the industry.

Trials on broccoli, sweet corn, green beans and iceberg lettuce were conducted using Modified Atmosphere Packaging (MAP) liners and Controlled Atmosphere (CA) conditions inside containers with the aim of extending storage life. The results show packaging and controlled atmosphere treatments can reduce the risks associated with shipping, providing exporters with the knowledge and confidence to pursue sea freight.

Safe and Trusted Source



The Australian horticultural industry's food safety and environmental standards are amongst the highest in the world

Australian vegetable growers pride themselves on maintaining good farming techniques and sustainable practices through monitoring and managing soil, water, chemical that meet and exceed the national and international compliance and quality assurance requirements.



Australian Government
**Department of Agriculture,
Fisheries and Forestry**

Export credentials

The **Australian Government** administers export laws to ensure that exported products meet all Australian and importing country requirements. This maintains the integrity of our vegetable exports, Australia's positive relationships with trading partners and our reputation as a reliable exporter of safe and high-quality products.



Global G.A.P Accreditation

Global G.A.P. (Good Agricultural Practice) is the internationally recognized standard for farm protection and one of the world's most widely implemented farming quality assurance programs. The program encourages sustainable agriculture and the minimization of the use of agro chemicals to benefit farmers, retailers and consumers. It translates consumer requirements into Good Agricultural Practice in over 120 countries and includes the requirements for safe food that is produced.



Food Safety Standards

Australia has very strict food safety standards that apply to retail, wholesale, exporting and processing. These standards are developed jointly by leading Australian retailers and **Food Standards Australia New Zealand (FSANZ)**.



Biosecurity Standards

A national Biosecurity Management Program facilitated by **Plant Health Australia** has been adopted by the industry to ensure Australian vegetables are free from pests and diseases of quarantine concern. which allows growers to achieve export ready biosecurity stand.



Integrated Pest Management (IPM)

Many vegetable growers adopt **Integrated Pest Management (IPM)** to assist in controlling pests on farm. This form of pest management promotes the use of good bugs (or beneficial insects) to control nasty bugs (or pests) which minimises the need to use chemicals on crops, which is better for the consumers and the environment.

Australian Grown Horticulture Sustainability Framework

As a nation, we are committed to protect our environment now and for future generations

Nourish & Nurture

Food to nourish people
Plants to nurture communities
Safe, traceable, quality

People & Enterprise

Productive, profitable growers
Safe & ethical work
Leadership & governance
Innovation
Thriving communities
Trade & economic value

Planet & Resources

Water
Landscapes
Climate
Energy
Biosecurity

Less waste

Food waste
Packaging
Farm waste

More Information

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