

2014 Reverse Trade Mission

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AUSVEG Ltd

Project Number: VG13035

VG13035

This report is published by Horticulture Australia Ltd to pass on information concerning horticultural research and development undertaken for the vegetables industry.

The research contained in this report was funded by Horticulture Australia Ltd with the financial support of the vegetables industry.

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ISBN 0 7341 3438 X

Published and distributed by:
Horticulture Australia Ltd
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Reverse Trade Mission 2014

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Mr Richard Mulcahy

AUSVEG

October 2014

FINAL REPORT

VG13035

Reverse Trade Mission 2014

01/12/2013 – 31/10/2014

FINAL REPORT



Horticulture Australia

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Purpose of Report:

The purpose of this final report is to communicate the successful delivery of project VG13035.

Funding:

This project was funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.

Date of Final Report: 31/10/2014

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Horticulture Australia

Milestone 190: VG13035 – Reverse Trade Mission 2014

Project title: Reverse Trade Mission 2014
Project number: VG13035
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Phone number: (03) 9882 0277
Date of Report: 31 October 2014

Project Timeline

Start: 01/12/2013
Finish: 31/10/2014

Milestone Overview

Milestone Number	Date Due	Description
101	01/12/2013	Agreement signed, voluntary contributions (if required) received and IP arrangements in place
190	31/10/2014	Final Report received by Horticulture Australia Ltd

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Media summary

The 2014 Reverse Trade Mission, managed and implemented by AUSVEG, built on the success of the 2013 Reverse Trade Mission. Held from 16-22 June, the Reverse Trade Mission visited and toured farms, wholesale markets and a retail distribution centre, as well as taking delegates to the 2014 AUSVEG National Convention, Trade Show and Awards for Excellence (held over 19-21 June).

Building on established relationships from the 2013 Reverse Trade Mission, AUSVEG worked closely with the Australian Trade Commission (Austrade) to select the best candidates to attend the mission. AUSVEG worked with Austrade's Business Development Managers in each of the identified markets to ensure that the most relevant buyers were identified and invited.

The Reverse Trade Mission included a total of 38 participants: 14 delegates from Singapore, 10 delegates from Malaysia, eight delegates from Hong Kong, three delegates from Japan and three delegates from Taiwan/Taipei. These delegates represented different areas of the vegetable supply chain, including catering/hospitality, retailing, wholesaling and fresh produce importing/provedoring. Formal invitations were issued to the delegates on behalf of the Austrade representative in their country.

The purpose of the Reverse Trade Mission was to establish direct contact between the Australian vegetable industry and buyers in key export markets. The Mission provided the opportunity for a two way information exchange between the buyer delegates and members of the Australian vegetable industry. Vegetable growers were given the opportunity to meet with and display their produce to these buyers on Friday 20 June at the 2014 AUSVEG National Convention, Trade Show and Awards for Excellence. This Produce Display and the associated Buyers Meetings provided growers with the opportunity to facilitate their own connections and networks, as well as the chance to ask questions and learn more information about the buyers' home markets.

The Reverse Trade Mission also provided a chance for the industry to display the high quality of Australian product achieved through continuous research and development in the industry. Providing these buyers with a better understanding of the Australian vegetable industry will ideally influence future purchasing decisions. The Reverse Trade Mission focused on relationship building between the Australian vegetable industry and key international markets; developing and maintaining these relationships will be integral in further developing potential and current export markets.

The 2014 Reverse Trade Mission successfully demonstrated that there are significant opportunities available for export across Asia. The increase in the number of participants over the 2013 Mission (both nationally and internationally) is indicative of the increase in demand for export opportunities. The success of the 2014 Reverse Trade Mission highlights that continuous development in exporting is beneficial, as successfully exporting is not purely identifying opportunities, but also requires the establishment and maintenance of relationships – something that can only be achieved with time and continuous effort.

Introduction

Currently, the Australian vegetable industry is domestically focused, with the vast majority of product being grown to fulfil domestic demand. No substantial increase in domestic demand and a difficult domestic trading environment have led to a loss in domestic revenue streams, meaning that seeking alternate sources of revenue is now more important than ever. Developing overseas markets will help to secure new business opportunities and help to ensure future profitability of the Australian vegetable industry.

Responding to these factors, the 2014 Reverse Trade Mission was developed by AUSVEG to help source and facilitate export opportunities for the Australian vegetable industry. Funded by Horticulture Australia Limited (HAL) using the National Vegetable Levy and matched funds from the Australian Government, this project aimed not only to help develop relationships with international markets broadly, but also to help establish commercial relationships between growers and buyers by showcasing the high quality of Australian vegetables and the Australian vegetable industry as a whole.

The Reverse Trade Mission involved delegates attending the 2014 AUSVEG National Convention, Trade Show and Awards for Excellence, held in Cairns, Queensland. In addition to attending the Convention, delegates also visited growing operations in Queensland, wholesale markets in Sydney and Brisbane and the Polar Fresh (Coles) retail distribution centre in Sydney.

The initial phase of the project, commencing in February 2014, saw AUSVEG conduct high level research into the previous Reverse Trade Mission (conducted by AUSVEG in 2013). Building on the recommendations from the previous mission, more significant research into markets (and therefore potential participants from those markets) was undertaken. Based on trade data, appropriate markets were selected, all of which had been identified as potential target markets in the original brief: Hong Kong, Singapore, Malaysia, Japan and Taiwan.

AUSVEG worked closely with the Australian Trade Commission (Austrade) to identify the best candidates from these markets for the mission. These candidates were identified by Austrade as dealing in fresh produce with a specific interest/stake in vegetables, as well as having previously traded with Australia (and therefore having relevant practices and supply chains in place to import from Australia).

On AUSVEG's behalf, the Austrade Business Development Managers from each market invited participants (Letter of Invitation attached as Appendix 1) to attend the 2014 Reverse Trade Mission. A total of 48 invitations were sent across all markets, resulting in 38 acceptances. Due to market conditions, project timing and the addition of an extra market, the number of participants per (country) delegation was slightly modified from the original project brief of 10 delegates over four country groups. The delegations were finalised at 14 delegates from Singapore, 10 from Malaysia, eight from Hong Kong, three from Japan and three from Taiwan. These delegates were selected to be representative of different aspects of the supply chain including commercial caterers, wholesalers, provedores, importers/distributors and retailers.

Expected outcomes and how they were achieved

The overarching goal of the 2014 Reverse Trade Mission was to initiate export opportunity discussions and allow Australian growers to establish networking connections in export markets. In doing so, the Reverse Trade Mission aimed to create and foster relationships which allow for increased export of Australian fresh produce direct to the end consumer in key international markets.

Expected outcomes

The objectives expected from the Mission were:

1. Showcase to Asian buyers the quality of Australian vegetable produce that results from world class production practices and rigorous safety assessment.
2. Establish direct contact between Australian growers and Asian exporters, facilitating connections which could be followed up post-event.
3. Reduce the level of hesitation surrounding exporting vegetables and ultimately increase Australian vegetable exports.
4. Strengthen export ties formed as a result of the 2013 Reverse Trade Mission.

How outcomes were achieved

Delegates took part in a professionally-run trade mission to learn about and experience the Australian vegetable industry.

1. **Showcase to Asian buyers the quality of Australian vegetable produce which results from world class production practices and rigorous safety assessment:**

As part of the Reverse Trade Mission itinerary, delegates visited two premier Australian growing operations to help showcase the best practice production and quality assurance methods that are implemented in Australian vegetable production. Delegates visited Coastal Hydroponics and Kalfresh to learn about how Australian vegetables are produced.

Allowing delegates to see vegetable production from its initial stages highlighted the world class production standards of the Australian vegetable industry. Taking delegates out to visit high-quality growing operations also ensured that an emphasis was placed on Australia's blue sky growing and safe and quality assured practices.

2. **Establish direct contact between Australian growers and Asian exporters, facilitating connections which could be followed up post event.**

As part of the Reverse Trade Mission itinerary, delegates participated in a produce display and buyers meetings, held on Friday 20 June from 11:00am-3:30pm during the AUSVEG National Convention. The opportunity to attend the produce display was available to all levy

paying vegetable growers.

Levy paying growers were invited to display their produce to the Reverse Trade Mission buyers. Further, buyers were also matched with growers based on buyers' interests and the growers' produce. Fifteen minutes was allocated to each meeting to allow sufficient time for growers and buyers to meet and network. Further unscheduled time was also made available for growers and buyers to meet and discuss business opportunities.

Finally, in order to help facilitate lasting connections between the growers who attended the produce display and the Reverse Trade Mission buyers, the 2014 Reverse Trade Mission Grower Directory was created (appendix 6). The Grower Directory includes contact details for each grower, as well as a short biography on each of their farms and the commodities they grow.

3. Reduce the level of hesitation surrounding exporting vegetables and ultimately increase Australian vegetable exports.

Allowing Australian vegetable growers to meet with these buyers has helped to reduce the level of hesitation surrounding export opportunities. Meeting with buyers face-to-face helped highlight the opportunities that are available, and also allowed growers to talk with and learn from buyers about the export process. Talking with buyers allowed growers to ask questions that will help to reduce their levels of hesitation about this process.

Feedback from the Reverse Trade Mission delegates suggests that 90 per cent of those who attended the mission would increase the amount of Australian vegetables they imported.

4. Strengthen export ties formed as a result of the 2013 Reverse Trade Mission.

Half of the companies who attended the Reverse Trade Mission in 2013 sent a representative to attend the 2014 Reverse Trade Mission. Of these companies, three sent the same representative to attend the 2014 Reverse Trade Mission. Continual communication with Reverse Trade Mission delegates will help to ensure that a strong network of international contacts is in place for the Australian Industry.

Understanding opportunities in Asia

Working on the strong base built by the 2013 Reverse Trade Mission, it was determined that Japan, Singapore, Malaysia, Hong Kong and Taiwan were all strong markets with a wealth of opportunity for Australian vegetables exports.

Key to the selection of these markets was an analysis of current market strengths and weaknesses that would assist in selecting the most appropriate delegates.

Japan

In 2013, Japan imported \$2.5 billion of vegetables from around the world, primarily from China and the USA. In 2012/13, the value of Australian vegetable exports to Japan was \$51 million, a 26 per cent increase from 2007/08. From the table below, it is possible to see that although Japan is the leading destination for Australian vegetable exports, Australia is not a significant source of Japan's vegetable imports. This means that there is huge potential for Australia to increase its market share of Japanese vegetable imports.

Market	Total imports	AU market share #	AU value share	Overall key imports	AU key exports
Japan	\$2.51b	12	0.9%	Onions, legumes, cabbages, pumpkins, mushrooms, leeks	Asparagus, onions, carrots, mushrooms

Singapore

Over the last five years the export of Australian vegetables to Singapore has increased by 20 per cent. In 2012/13 Singapore imported a total of \$784 million of vegetables, sourced from all over the world. Australian vegetables represent a significant and growing portion of this value.

Market	Total imports	AU market share #	AU value share	Overall key imports	AU key exports
Singapore	\$784m	3	6.9%	Cabbages, tomatoes, capsicum, mushrooms, onions, cauliflowers	Carrots, broccoli, potatoes, lettuces, pumpkins, asparagus

Malaysia

In 2013, Malaysia imported \$826 million of vegetables from around the world. Australian vegetable exports accounted for approximately \$13 million of this figure. From 2007/08 Australian vegetable exports to Malaysia have risen 38 per cent. Australia is a key supplier of fresh produce to Malaysia; as indicated from the table below, Australia has the third largest share of the Malaysian market.

Market	Total imports	AU market share #	AU value share	Overall key imports	AU key exports
Malaysia	\$826m	3	4.7%	Onions, cabbages, cauliflowers, potatoes, carrots	Carrots, potatoes, onions, cauliflowers, celery, lettuce

Hong Kong

In 2013, Hong Kong imported \$443 million of vegetables from around the world. Australian vegetable exports to Hong Kong have risen by 13 per cent from 2007/08. Australia is a key supplier of fresh vegetables to Hong Kong, and is the region's number one supplier of carrots and potatoes.

Market	Total imports	AU market share #	AU value share	Overall key imports	AU key exports
Hong Kong	\$443m	4	2.2%	Cabbages, mushrooms, lettuce, tomatoes, potatoes, onions, sweet corn, celery, carrots, spinach, asparagus	Carrots, lettuce, potatoes, onions, cauliflowers, cabbage, asparagus

Taiwan

In 2012/13 Australia exported \$7.8 million of vegetables to Taiwan, an increase of 23 per cent from 2007/08. The main driver of the increase in exports to Taiwan is the onions sector, which saw a 276% increase in exports from 2007/08 (leeks and shallots are also measured in this sector).

Market	Total imports	AU market share #	AU value share	Overall key imports	AU key exports
Taiwan	\$175m	10	3%	Onions, cabbages, cauliflowers, potatoes, beetroot, asparagus	Onions, potatoes, carrots, asparagus

Selection of Reverse Trade Mission delegates

With the above factors in mind, the Reverse Trade Mission included a total of 38 participants: 14 delegates from Singapore, 10 delegates from Malaysia, eight delegates from Hong Kong, three delegates from Japan and three delegates from Taiwan/Taipei. These delegates represented different areas of the vegetable supply chain, including catering/hospitality, retail, wholesale and fresh produce importing/provedoring. Formal invitations were issued to the delegates on behalf of the Australian Trade Commission (Austrade) representative in their country.

AUSVEG worked closely with Austrade to ensure that invitations were only sent to delegates who were currently importing vegetables or working in the vegetable industry. Delegates were further prioritised based on their current dealings with Australia – delegates who had an established supply chain within Australia were viewed more favourably than those who were not currently trading with Australia.

Information about the businesses that provided representatives to take part in the Reverse Trade Mission is included below. Names of individual delegates who took part in the Reverse Trade Mission are included in a contact list in a later section of this report.

Japan

ÆON

Æon Group is a group of retail and financial services companies based in Chiba, Japan. It has sister companies in mainland China, Hong Kong, and Malaysia, and also trades under the JUSCO name. It is one of Japan's largest retail groups in terms of sales.

Meika Corporation

Based in the Chubu region, Meika Corporation is one of Japan's largest importers and distributors of fresh vegetables and fruits. Their supply coverage is mainly in the Chubu region.

Malaysia

Euro-Atlantic Sdn Bhd

Euro-Atlantic is a leading importer and distributor of specialty fruits, vegetables and marine produce based in Kuala Lumpur, the capital of Malaysia. Euro-Atlantic imports fruits and vegetables directly from Australia, New Zealand, Egypt, Holland, South Africa and the west coast of America.

Euro-Atlantic is one of the leading specialty food distributors to hotels, restaurants and supermarkets/hypermarkets in Kuala Lumpur, Penang and Johor Bahru. Key customers for Euro-Atlantic include airline catering services and ship chandlers. The Euro-Atlantic group has a total workforce of 200 employees and a logistics fleet of 35 chill and frozen trucks.

Chop Tong Guan Sdn Bhd

Chop Tong Guan imports fresh fruits and vegetables from around the world and supplies produce to wholesalers, supermarkets, hypermarkets, traditional wet markets and hotels. CTG provides one-stop, total solution services to all major chain stores for the supply of fruits and vegetables – from storage and repacking to reefer-enabled logistics and transportation. Major customers and clientele

of CTG include virtually all the supermarkets, hypermarkets and wholesalers, as well as traditional wet markets, in Malaysia.

Khaishen Trading Sdn Bhd

Khaishen is one of the leading fresh fruit and vegetable importer and exporters in Malaysia. Khaishen Trading import all kinds of fresh fruits and vegetables from across the Asia-Pacific region, Europe, North America, South America and Africa, and distribute to major hypermarkets, supermarkets, wholesalers and retailers nationwide, as well as export to markets in South East Asia.

Village Grocer Groups

Village Grocer Groups have three retail outlets in Malaysia. Village Grocer Groups are outlets well-known amongst western expatriates living in Kuala Lumpur, and therefore service a more premium niche of the fresh produce market.

GCH Retail (Giant) & GCH Retail (Cold Storage)

In Malaysia, Giant is synonymous with everyday low prices, big variety and great value and are recognised for offering a vibrant and comfortable shopping environment. GCH consists of 15 Cold Storage stores, two Mercato stores, and one Jasons Food Hall. GCH cater premium class fruits and vegetables for these stores.

Jaya Grocer Sdn Bhd

Jaya Grocer is one of the best gourmet grocers in Kuala Lumpur. Jaya Grocer carries the highest quality and widest range of imported products for both fresh produce and groceries. Presently, Jaya Grocer has a total of 11 outlets in Klang Valley, with outlets mainly located in expatriate and affluent areas.

D'Fresh (Formerly Eagle Fresh Sdn Bhd)

D'Fresh, formerly known as Eagle Fresh, is a large fruit and vegetable wholesaler in Malaysia. They have a large distribution chain which allows them to distribute across Malaysia.

Hong Kong

city'super

city'super is a high-end supermarket and retail chain based in Hong Kong, with 17 stores across Hong Kong, Taiwan, Japan and China. The group's food market arm has 11 stores across Hong Kong, Taiwan and China, and sells imported fresh produce, gourmet items, wines and groceries

Wing Kee Produce

Wing Kee is one of the premier importers and distributors of fresh produce and premium food products in Hong Kong, Macau, and China. Wing Kee Produce—part of the larger Wing Kee Group—operates from a self-owned facility in Kowloon Bay, covering 40,000 square feet of office, cold storage, and warehouse space. Wing Kee Group is active in many parts of the world, and has a wide global reach. Wing Kee imports and exports fresh perishables, dairy products, confectionery, seafood, frozen foods, coffees, and other premium specialties from and to around the world.

Top Weal Ltd

Founded in 1996, Top Weal is dedicated to sourcing safe, quality fresh vegetables and fruits. Top Weal distributes to outlets including wholesale markets and Japanese supermarkets in Hong Kong.

Maxim's Group

Maxim's Group operates over 810 outlets in Hong Kong and China. The Group offers a diversified service which caters for Chinese, Asian and European restaurants, fast food outlets, cake shops, coffee shops, Japanese chain restaurants and institutions, while also providing a range of festive products. Maxim's Group also operates airline catering services at 11 airports in China, including Beijing and Shanghai, through joint ventures.

Good View Fruits

Good View Fruits is one of the largest fresh produce distributors in Hong Kong. Major customers of Good View Fruits include airline catering, other food services, supermarkets and five star hotels. Their network covers wholesale, retail and food services (such as hotels, caterers, airlines). The group is also involved in value-added produce, including fresh-cut fruit, juice, and pre-packed vegetables.

Singapore

Freshmart

Freshmart holds an excellent reputation both locally and internationally. The experience and reliability of Freshmart in the industry has secured partnerships with reputable exporters worldwide. Freshmart presently supplies to over 100 supermarket outlets in Singapore, as well as several food service businesses.

Ban Choon Marketing

Ban Choon's core business is the import and distribution of fresh fruits and vegetables, supplying to major supermarkets, catering centres (such as Singapore Airlines Terminal Services, Changi International Airport Services and ship chandlers), hotels and restaurants. Ban Choon is currently operating in a 88,000 sq. ft. facility which was completed in mid-2008.

Cold Storage

Established in 1903, Cold Storage is the second-largest supermarket in Singapore. It owns three brands in Singapore and Malaysia – Cold Storage, Market Place, and Giant Hypermarkets. Cold Storage was the first supermarket retailer in Singapore to implement a fully integrated cold chain distribution system in place to ensure the safe handling of perishable items.

NTUC FairPrice

FairPrice has grown to become Singapore's largest retailer, with a network of more than 270 stores comprising FairPrice supermarkets, FairPrice Finest, FairPrice Xtra, FairPrice Xpress and Cheers convenience stores. FairPrice also owns a fresh food distribution centre and a centralised warehousing and distribution company.

Sheng Siong

Sheng Siong Supermarket Group is the third largest supermarket group in Singapore, operating 33 24-hour outlets. The group registered some \$610 million of sales in 2013.

Benelux Flowers and Food Pte Ltd

Benelux Flowers and Food are a premier importer of fresh produce in Singapore. Benelux Flowers and Food have a range of global suppliers and select suppliers based on their ability to provide high quality and fresh produce.

Hu Lee Impex Pte Ltd

Hu Lee Impex Pte Ltd is one of the leading companies for imports and exports of fresh fruits and vegetables in Singapore. At present, Hu Lee Impex owns stakes in one farm in Vietnam and four in China (in Kunming, Hubei, Guangdong and Qingdao). The company has also forged strategic partnerships with farms across the Asia-Pacific region, including Indonesia, Malaysia, Thailand, Vietnam, China, Taiwan, Korea, Japan and Australia, to import products that are not grown from its own farms.

SATS Catering

SATS' food solutions business comprises airline catering, food distribution and logistics and industrial catering, as well as chilled and frozen food manufacturing. With the support of a large network of partners, the SATS food solutions business has extended its reach throughout the Asia-Pacific region to include the aviation sector, as well as industries such as healthcare, hospitality and government agencies.

Total Fresh

Total Fresh is a fruit and vegetable importer and wholesaler that has been supplying Singapore with high quality fresh produce for over 20 years.

Pancom Produce

Pancom Produce Pte Ltd was established in 1972, and imports and distributes fresh fruits and vegetables to all major supermarkets, airlines and wholesalers.

Taiwan

Chiang Mao Enterprise Co Ltd

Founded in 2002, Tsann Lin Co. Ltd., a branch of Chian Mao Enterprise, imports fresh vegetables from Europe, the United States, South East Asia, Japan and South Korea.

Three Shine Trading Co Ltd

Three Shine Trading are an importer of fruits and vegetables in Taiwan. Three Shine Trading imports produce from different countries all over the world and with a focus on safety and premium quality.

Shin Hu Cooperation

Shin Hu Cooperation Farm was founded in May 1987. Shin Hu began their export business in 2001 and are currently importing some Australian vegetables.

Activities, meetings and itinerary

Below is a list of activities that were selected for the 2014 Reverse Trade Mission, accompanied by details on why these activities were selected for the Reverse Trade Mission program.

Wholesale Market Visits

Visiting wholesale markets was deemed a key strategic activity for the Reverse Trade Mission. Wholesale markets allow buyers to view, select and buy produce from different suppliers/growers.

Sydney Wholesale Market

Sydney Produce Market is the largest fresh fruit and vegetable wholesale market in Australia and one of the largest in the world. It caters primarily to professional buyers from supermarkets, restaurants and green grocers.

Visiting the Sydney Market with the Reverse Trade Mission allowed the delegates to see the standard for operational excellence maintained by the fruit and vegetable industry, including the development of cool chain systems, distribution networks and other technical innovations.

Brisbane Wholesale Market

Brisbane Produce Market is the most important centre for the marketing and distribution of fresh fruit and vegetables in Queensland. It is the hub for the selling and distribution of produce that is trucked, railed, shipped and flown from throughout Australia and overseas to the Rocklea site.

Brisbane Markets' 54 primary fruit and vegetable and flower wholesalers, and additional 90 support businesses, act as a clearinghouse for about 7,000 growers who supply produce.

AUSVEG organised the Reverse Trade Mission's visit to the Brisbane Wholesale Market by liaising with Vanessa Kennedy, Communications Executive at the Brisbane Markets. The visit aimed to help delegates gain a better understanding of Australia's key distribution centres and the level of choice that exists in the market. The visit also sought to provide Reverse Trade Mission delegates with a more in-depth experience of potential niche products.

At the completion of the tour, delegates also attended an information session facilitated by Trade and Investment Queensland.

Retail Distribution Centre Visit

Given the large number of retailers included in the delegation, it was important to give an impression of how Australian retailers treat fresh produce. With this in mind, the Reverse Trade Mission visited the Polar Fresh (Coles) Distribution Centre to highlight the high level of quality control that goes into distributing Australian produce.

Farm Visits

The Reverse Trade Mission program also included visits to two vegetable producing farms. The aim of the farm visits was to enhance perceptions amongst Reverse Trade Mission delegates of the quality and freshness of Australian grown produce, as well as the efficiency of Australian operations.

Both vegetable producing farms visited were located in Queensland. Farms in Queensland were selected because the state has some of the largest and most prominent vegetable growing operations in Australia; additionally, given the itinerary of the Reverse Trade Mission, time constraints made it appropriate to select farms in Queensland for the group to visit. Additionally, the Fassifern Valley and Lockyer Valley are two areas that are highly accessible from Brisbane, being only a couple of hours away by car.

Kalfresh

Kalfresh, operating in the Fassifern Valley, is one of the leading fresh produce operations in Australia. Kalfresh has developed a highly mechanised and controlled production and packaging line for its products and has expanded its production range of vegetables to include carrot, pumpkin, green beans and onions.

AUSVEG arranged the Reverse Trade Mission's visit to Kalfresh through Director Richard Gorman and Business Manager Martin Beattie. This farm visit aimed to demonstrate to Reverse Trade Mission delegates the capability that exists to supply supermarket chains, importers and larger distributors, as well as the impressive production controls used by Australian vegetable producers to ensure their products' high quality, safety and freshness.

Coastal Hydroponics/Salad Makers

Located in Gilston, Queensland, Coastal Hydroponics/Salad Makers produce a variety of salad mixes, including rocket, mixed salad and spinach. The mixes are pre-packed into punnets and bags but can also be packed loose into 1-3 kilogram lots. Salad Makers grow baby leaf salad, lettuce and herbs on their Gold Coast, Stanthorpe and Mulgowie farms.

Salad Makers was selected to be visited by the group for several reasons. Lettuce/ other leafy greens, particularly pre-packed mixes, are in high demand across Asian markets. Visiting a hydroponic growing operation also shows the varying production techniques in Australia. Finally, Belinda Adams (Manager at Coastal Hydroponics) was the recipient of both AUSVEG's 2013 Women in Horticulture Award and 2014 Grower of the Year Award.

The visit to Coastal Hydroponics/Salad Makers was arranged through Belinda Adams, and was complemented by a range of activities arranged by Ms Adams, including a cooking demonstration highlighting possible uses of Salad Makers' produce conducted by a chef and a morning tea for the group.

AUSVEG National Convention, Trade Show and Awards for Excellence

The 2014 AUSVEG National Convention, Trade Show and Awards for Excellence were an invaluable event in the Reverse Trade Mission itinerary. An annual event, the AUSVEG National Convention typically attracts around 1,000 delegates from Australia and abroad, most of whom are heavily engaged in the Australian horticulture industry. Many Convention delegates are also part of major

growing operations throughout Australia.

The 2014 AUSVEG National Convention offered Reverse Trade Mission delegates a unique opportunity to meet a wide variety of vegetable growers and other key industry stakeholders in the one convenient location. The Trade Show component of the event showcased supply chain services, industry services and government services; the National Awards for Excellence Gala Dinner, in which the Reverse Trade Mission delegates participated, demonstrated that the Australian vegetable industry recognises and rewards growers' commitment to professionalism, high standards and producing high quality vegetables.

The 2014 AUSVEG National Convention provided an excellent forum for the Produce Display and Buyers Meetings that were conducted. The event ensured that a large portion of the Australian industry were located in one place, with growers were able to easily attend and participate in the Produce Display and associated meetings.

The relationship building opportunities provided through attendance at the AUSVEG National Convention, Trade Show and Awards for Excellence (for both Reverse Trade Mission delegates and stakeholders within the Australian industry) were considered valuable components of this project, and undoubtedly contributed to the project's overall success.

2014 Produce Themed Dinner

The 2014 Produce Themed Dinner, held at The Stokehouse in Brisbane, was an opportunity for the Reverse Trade Mission delegation to taste Australian produce. Preparation of the meal was assisted by Australian celebrity chef Callum Hann, who was also the MC for the evening. All fresh produce at the dinner was Australian, emphasising the overall quality of all Australian fresh produce. Delegates were provided with a summary of where each ingredient was grown and some further information about that growing region.

The event was also attended by vegetable growers from key operations in Queensland, including Qualipac and Mulgowie Farms. Grower involvement in this event enabled further networking between Australian producers and international buyers.

Itinerary

Day 1 - Monday 16 June

Delegates' arrival in Sydney, Australia

Delegates were met and collected by AUSVEG staff and relevant interpreters at Sydney International Airport before being transferred via chartered coach to Sydney QT Hotel. AUSVEG staff provided a briefing to country groups upon their arrival and assisted with check-in at the hotel. After check-in, delegates were provided with the opportunity to rest for the day after their long journeys to Australia.

AUSVEG Staff, interpreters and delegates reconvened at 6:45pm before being transferred via coach to a welcome dinner hosted by AUSVEG.



This dinner served as an informal meet and greet between AUSVEG staff and delegates, and allowed AUSVEG staff to undertake relevant 'housekeeping' duties and to answer any questions about the Reverse Trade Mission and planned itinerary.

Day 2 - Tuesday 17 June

Visit to Sydney Market

Visit to Polar Fresh Distribution Centre

Travel to Gold Coast

The Reverse Trade Mission group departed the Sydney QT via coach at 5:30am to visit the Sydney Wholesale Market. The group was met by Adrian LaCava (Operations Manager) who led the group on a tour around the market, with particular emphasis on exporters who had operations based at the markets.

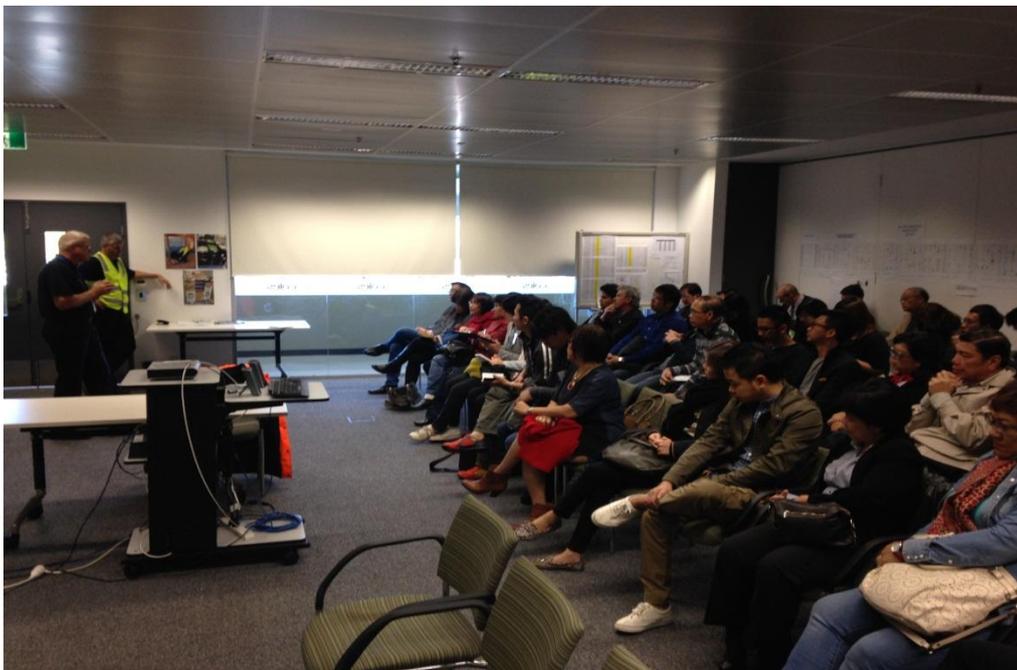


Delegates stop to look at a range of different vegetable products available at the market



Delegates learning about the cold storage supply chain at the Sydney Markets

The group then departed the Sydney Markets and was transferred to the Polar Fresh Distribution Centre located in Eastern Creek, Sydney. The group was met by David Hammond, Manager of the Polar Fresh (Coles) Distribution centre. David conducted a short presentation on the Polar Fresh Distribution Centre, with particular emphasis being placed on the upgrades that were currently being undertaken on the site.



Group attends Polar Fresh Distribution Centre briefing prior to entering the refrigerated distribution centre

The group departed Polar Fresh before heading back to Sydney CBD for lunch at Imperial Peking, located harbourside in Sydney. After lunch, the group travelled to Sydney airport to travel to the Gold Coast. The group arrived at Gold Coast QT, where another group meal was held onsite at the Bazaar restaurant. Bazaar has a focus on fresh Australian produce, and allowed the Reverse Trade Mission delegates to engage with the chefs preparing their food and make their own meal selections based on fresh and seasonal products.



Reverse Trade Mission delegates enjoying a meal at Bazaar



Reverse Trade Mission delegates and AUSVEG staff at Bazaar Restaurant

Day 3 - Wednesday 18 June

Visit to Coastal Hydroponics

Visit to Kalfresh

Australian Produce Themed Dinner with Callum Hann

The Reverse Trade Mission group departed the Gold Coast QT via coach for Coastal Hydroponics, located in Gilston, Queensland. The group was met by Belinda and Paul Adams, who gave the group a guided tour around the farm's operations.



The group being given a guided tour of Coastal Hydroponics by Belinda Adams





Belinda gave the group a short presentation about the operations at Coastal Hydroponics which included footage of the quality control systems that are implemented during the pre-packaging of lettuce and other leafy vegetable or herb mixes. Coastal Hydroponics also arranged to have a chef prepare several dishes using fresh herbs and vegetables grown onsite at the Gilston Coastal Hydroponics operation.





A chef giving the Reverse Trade Mission delegates the opportunity to sample the fresh vegetables grown onsite



The Reverse Trade Mission delegation departed from Coastal Hydroponics via coach for Kalfresh, located in the Fassifern Valley in Queensland. The delegation was met by Richard Gorman (Director) and Martin Beattie (Business Manager). The delegation first toured the new processing facilities at Kalfresh before being accompanied to one of Kalfresh's fields, where the delegation was invited to help harvest some carrots by hand. The Reverse Trade Mission group had lunch with several Kalfresh representatives at the Boonah Hotel.



Richard Gorman and Martin Beattie provide a guided tour around Kalfresh's processing operation for Reverse Trade Mission delegates



Reverse Trade Mission delegates being invited to sample freshly harvested carrots



Delegates harvesting carrots direct from the field at Kalfresh

The delegation departed the Fassifern Valley via coach for Brisbane. Once there, the group participated in an Australian Produce Themed Dinner hosted by the Stokehouse in Brisbane, with the menu consisting entirely of Australian produce. The evening was hosted by Australian celebrity chef Callum Hann, who spoke about the preparation of each course, including the origin of all fresh produce in each meal.



Callum Hann presenting to Reverse Trade Mission delegation about the origin of the produce served during their meal

Day 4 - Thursday 19 June

Visit to Brisbane Markets

Travel to Cairns for AUSVEG National Convention, Trade Show and Awards for Excellence

Welcome reception for delegation held at the AUSVEG National Convention

The group departed the Emporium Hotel early in the morning for a guided tour of the Brisbane Markets arranged by Vanessa Kennedy (Communications Executive). The group concentrated on viewing produce and meeting with various wholesalers who trade from Brisbane Markets to showcase the wide range of vegetables available to purchase from Australia.



Reverse Trade Mission delegates touring the Brisbane Markets

After completing a tour of the Brisbane Markets, delegates attended a presentation facilitated by Trade and Investment Queensland (agenda attached as Appendix 3). Speakers included:

- Mr Andrew Tulloch, CEO, Trade and Investment Queensland
- Ms Rachel Mackenzie, Chief Advocate, Growcom
- Ms Michelle Christoe, Executive Director, AHEA
- Mr Tim Inkster, Sales Manager, Mulgowie Farms
- Ms Jodie Campbell, Business Manager, DAFF

At the conclusion of Trade and Investment Queensland's program, the delegation departed Brisbane Markets for Brisbane Airport to travel to Cairns to attend the AUSVEG National Convention, Tradeshow and Awards for Excellence. Upon arrival in Cairns, delegates attended a Welcome Reception hosted by CMAA (Central Markets Association Australia) held at the Cairns Convention Centre in conjunction with the AUSVEG National Convention.

Day 5 - Friday 20 June

Tradeshow Seminar

Produce Display and Buyers' Meetings

AUSVEG National Convention – Trade Show

Kahaki Luau DuPont's an "Evening by the Beach"

Delegates departed the Shangri La Marina Hotel in Cairns for the Cairns Convention Centre to participate in a daily program designed to facilitate networking between RTM delegates and Australian vegetable growers. The delegation spent the morning participating in a seminar discussing the Australian vegetable industry. Seminar speakers included:

- Mr Hayden Moore, National Manager – Export Development, AUSVEG
- Mr John Lloyd, CEO, Horticulture Australia Ltd
- Dr Kevin Clayton-Greene
- Dr Andrew Monk, CEO, Australian Organics

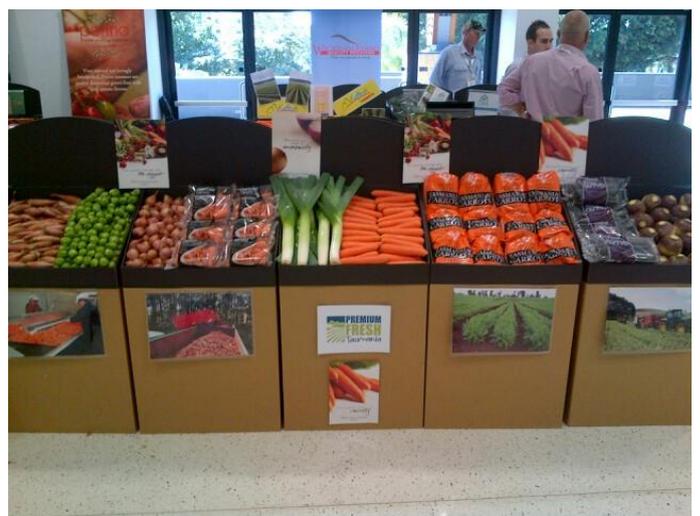
Following the seminar delegates attended Buyers Meetings and an Australian Produce Display. The Produce Display saw Australian vegetable growers bring samples of their products to show buyers the variety and quality of the produce grown in Australia. Growers who participated in the Produce Display also had the opportunity to attend matched business meetings arranged based on the commodities purchased by growers and sought by buyers. Private meeting space was provided to encourage business negotiations.





Reverse Trade Mission delegates and Australian vegetable growers mingling during the Produce Display

Growers were encouraged to take up one display stand per commodity displayed. AUSVEG also arranged for a Coles visual merchandiser to assist growers with making their displays look as professional as possible.



Coles provided a visual merchandiser to assist growers in arranging their displays

A cooking display by Australian celebrity chef Callum Hann ran concurrently to the Produce Display and Buyers Meetings, using produce taken directly from the Produce Display to highlight the freshness of Australian product. Cooking an Asian-inspired menu, Callum provided another opportunity for the Reverse Trade Mission delegates to taste Australian vegetables.



Callum Hann provides a cooking demonstration using fresh produce taken directly from the Produce Display

During the Produce Display, the delegation also met with Federal Minister for Agriculture the Hon. Barnaby Joyce. The delegation exchanged business cards and feedback about their involvement in the Reverse Trade Mission with Mr Joyce.



Reverse Trade Mission delegates were invited to explore the Trade Show at the AUSVEG National Convention in the afternoon. At the conclusion of the Trade Show, the Reverse Trade Mission delegates attended the Kahaki Luau – DuPont’s “Evening by the Beach”. This event gave the delegation an opportunity to mix informally with members of the Australian vegetable industry.



Reverse Trade Mission delegates enjoying their time at the Kahaki Luau – DuPont’s an “Evening by the Beach”

Day 6 - Saturday 21 June

Rest Day

AUSVEG Awards for Excellence and Gala Dinner

Reverse Trade Mission delegates spent this day recovering from a busy week of activities, and were encouraged to further explore the AUSVEG National Convention and Trade Show at their leisure. In the evening, the Reverse Trade Mission delegates were transferred from the Shangri La Marina Hotel to the Cairns Convention Centre to attend the AUSVEG Awards for Excellence and Gala Dinner. This event highlighted best practice among the Australian industry, with many delegates taking the opportunity to seek out award winners and pass on their contact details.

The AUSVEG Awards for Excellence and Gala Dinner were also attended by a delegation of Chinese buyers from the China Agricultural Wholesale Market Association.



Delegates enjoying their time at the AUSVEG Awards for Excellence and Gala Dinner

Day 7 - Sunday 27 June

Delegation's return home

The delegation was transferred via chartered bus to Cairns Airport, where they departed for their respective home countries.



Delegates wishing goodbye to their AUSVEG hosts after a long week of activities in Australia

Delegate feedback results

At the conclusion of the Reverse Trade Mission, delegates were asked to complete a short survey (Appendix 7) about their time in Australia and their participation in the Mission. 31 surveys were completed and returned, either via hard copy or electronically.

From survey responses, delegates rated the 2014 Reverse Trade Mission (on average) 4.1 from 5 as being worthwhile. All participants were interested in attending the Reverse Trade Mission or a similar event again. Delegates were also asked to rate all the events on the itinerary from one to five; the highest-rated events were the farm visits (both Kalfresh and Coastal Hydroponics rated highly) and the Produce Display and Buyers Meetings.

Delegates were also asked if they were likely to increase the amount of Australian produce they import as a result of the 2014 Reverse Trade Mission, with 90 per cent of the delegates responding that they would be investigating this option as a result of attending the 2014 Reverse Trade Mission. The main comments on this question surrounded pricing – if importers could pay what they consider a reasonable price, they would import more Australian produce.

One delegate suggested that they would increase their Australian imports by 25-35 per cent in 2014. Other delegates mentioned that they had already approached growers that they met through the Reverse Trade Mission to begin negotiations and supply arrangements.

Implications for Australian horticulture

Trade Missions are vital in enhancing the export capabilities of Australian horticulture. As outlined above, significant potential for horticulture exports has been identified in Asia, and making the relevant connections with key buyers and industry members in these markets is key to promoting successful trade. In Asia, business has a greater focus on the relationship between supplier and buyer; trade missions help to enhance and facilitate these relationships. Allowing suppliers to meet with buyers face-to-face helps to strengthen trading connections.

Meeting with buyers from key markets also allows the Australian horticulture industry to gain first-hand information about these markets, such as popular products, opportunities and trends. This information is vital in assessing market access priorities and facilitating market development work.

Additionally, the 2014 Reverse Trade Mission provided a significant amount of useful industry contacts overseas (including buyers, government representatives and supply chain members) that will be of great use to the broader industry.

Points of discussion

In discussions held with several of the Reverse Trade Mission delegates, there was an emphasis placed on the importance of meeting suppliers face-to-face. Many of the delegates are already currently importing Australian vegetables and enjoyed the opportunity to meet their suppliers in person for the first time.

Several other points of discussion from the delegates centred on the export readiness capabilities of growers, the pricing of Australian products and how AUSVEG and Government bodies could better engage with growers/suppliers and buyers. These are as follows:

- The Australian industry needs to place more emphasis on their branding and marketing strategies. It was the opinion of many delegates that Australian vegetables do not effectively brand as “being Australian”. There needs to be better consistency of Australian branding to present a more unified approach.
- It was the opinion of most delegates that Australian horticulture should use a more collaborative approach to overcome fragmentation issues in the supply chain.
- Delegates stressed that the Australian industry would benefit significantly if growers were interested in working towards a co-operative format for exports, which would see buyers having a centralised contact point, as well as a greater range of products to choose from. Further, from the buyers’ perspective, it removes the cost of having an export agent double handle product, which will reduce supply chain costs.
- Delegates were surprised at the low level of funding that the Australian Government provides for export opportunities, with many delegates detailing strategies from their home countries, including noting financial incentives that their own governments offer businesses to begin exporting their product.
- The role that AUSVEG plays in exports was also a point of discussion, with many delegates recommending that it would be useful if AUSVEG had the potential to be a more central point of contact to allow delegates to find and communicate with growers.
- It was noted amongst the delegation that the most prohibitive factor of importing from Australia is the high cost of product.
- Delegates also mentioned the lack of export-ready growers, commenting that it was difficult to find a range of growers who were all export-ready.

Opportunities

During the 2014 Reverse Trade Mission, several trial consignments and sales were made between importers and growers. A range of products from a range of growers were sought by the delegation. It was noted that there was strong potential to enhance vegetable exports to Hong Kong, Singapore and Malaysia due to the low barriers to entry; further, there is a strong opportunity for semi processed products, with many buyers being interested in pre packed vegetables or products with a clear unique selling point. Products such as pre-packaged lettuce mixes, pre-cut celery and various other cut and washed products were in the most demand. Observing these trends indicates that there is a strong opportunity for innovative products in export markets.

The willingness for delegates to conduct business at the Reverse Trade Mission also indicates that there is strong demand in Asian export markets, and that markets such as Hong Kong, Singapore and Malaysia are still very strong and viable export markets for vegetables.

Use of information gathered

The information gathered from the 2014 Reverse Trade Mission will be used in several ways.

Key contact information will be compiled into a database of key in-market points of contact for Australian vegetable growers. These key contacts will be used to help link export-ready Australian vegetable growers with opportunities in overseas markets.

In-market knowledge obtained from the Reverse Trade Mission delegates has been used to assist in determining opportunities and impediments to vegetable exports in Australia.

Expenditure

Total expenditure for this project was in accordance with the budget allocated to the project.

Recommendations

The following recommendations have come from 2014 Reverse Trade Mission Participants, Australian vegetable growers who participated in the program and AUSVEG staff who participated in the mission.

- Given their extensive knowledge of markets and potential buyers, Austrade should be engaged in future iterations of the project to help advise on appropriate delegates and also to facilitate invitations.
- More farm visits would be beneficial to delegates, who enjoyed seeing the production of Australian vegetables.

- The delegates thought it appropriate to only visit one wholesale market, as they thought they did not receive much additional benefit visiting both Sydney and Brisbane Markets.
- The program should be localised to one state/area. Both delegates and AUSVEG staff found the travelling aspect of the mission gruelling. Delegates would prefer to be based in one area for the duration and travel from there.
- A visit to a retail store in favour of a distribution centre would be of more benefit to a delegation composed primarily of retailers.
- Providing more information regarding seasonality, varieties and availability would be of benefit, particularly if this was distributed prior to the delegations arrival in Australia.
- The delegation commented that they would like more networking opportunities with a range of growers, including arranging grower attendance at events like market visits and retail store visits.
- The relationships that were established as a result of the Reverse Trade Mission should be maintained through continuous communication between AUSVEG and delegates. The importance of this maintenance should not be under-estimated, as trading partnerships in Asian markets are built on long-standing relationships. It is recommended that the Reverse Trade Mission delegation be added to various trade/export-related distribution lists, and that a Reverse Trade Mission alumni newsletter or similar communication be distributed.
- There was high demand for positions on the delegation, which resulted in companies wanting to send more than one representative. Considering the project only has 40 funded positions, it is recommended that after these positions are filled there is the ability for delegates to 'pay their own way' should they wish to participate in the Reverse Trade Mission program.
- As 40 is a large group of people to make arrangements for, there is potential to invite Reverse Trade Mission alumni to participate in key parts of future Mission programs (e.g. only the AUSVEG Convention), while allowing new buyers who have not previously attended to participate in the entirety of the program.

Contact list

AUSVEG TOUR LEADERS		
Hayden	Moore	National Manager – Export Development
Claire	McClelland	Export Development Officer
Luke	Raggatt	Special Projects Coordinator
Shaun	Muscat	Economist

JAPAN DELEGATION			
Masahiro	Onishi	ÆON Group	Contact AUSVEG
Emiko	Tomita	ÆON Agri Create	Contact AUSVEG
Yoshiaki	Ito	Meika Corporation	Contact AUSVEG

MALAYSIAN DELEGATION			
Ebby	Loo	Euro Atlantic	Contact AUSVEG
Debbie	Koay	Chop Tong Guan	Contact AUSVEG
Swee Aik	Koay	Chop Tong Guan	Contact AUSVEG
Jeffery	Tan	Khaishen Trading	Contact AUSVEG
Edmanda	Chang	Khaishen Trading	Contact AUSVEG
Che Chong	Ong	Village Grocer Groups	Contact AUSVEG
Neil	Christie	GCH Retail	Contact AUSVEG
Kumar	Karuppiah	GCH Retail	Contact AUSVEG
David	Tay	D’Fresh	Contact AUSVEG
Yin Fun	Loh	Jaya Grocer	Contact AUSVEG

HONG KONG DELEGATION			
Jason	Cheung	City Super	Contact AUSVEG
Noah	Sio	City Super	Contact AUSVEG
Cyril	Leung	Wing Kee Produce	Contact AUSVEG
Nico	Chan	Wing Kee Produce	Contact AUSVEG
Hey	Tam	Maxim’s Caterers	Contact AUSVEG
CK	Lai	Good View Fruits	Contact AUSVEG

TAIWAN DELEGATION			
Winnie	Hsu	Jin Bridge Trading	Contact AUSVEG
Linda	Lu	Three Shine Trading	Contact AUSVEG
Ben	Hsiao	Shin Hu Corporation	Contact AUSVEG

SINGAPORE DELEGATION

Peter	Koh	Freshmart	Contact AUSVEG
Qi Lin	Phan	Freshmart	Contact AUSVEG
Michelle	Tan	Ban Choon Marketing	Contact AUSVEG
Anthony	Low	Cold Storage	Contact AUSVEG
Hui Min	Ong	Cold Storage	Contact AUSVEG
Thong Yang	Tan	NTUC Fair Price	Contact AUSVEG
Seng Joo	Ng	NTUC Fair Price	Contact AUSVEG
Wong	Hang San	Sheng Siong	Contact AUSVEG
Linda	Ong	Benelux Flowers and Food	Contact AUSVEG
Guek Hong	Toh	Benelux Flowers and Food	Contact AUSVEG
Soon Huat	Tan	Hu Lee Impex	Contact AUSVEG
Melvin	Tham	SATS Catering	Contact AUSVEG
Brian	Seet	Total Fresh	Contact AUSVEG
George	Tang	Pancom Produce	Contact AUSVEG

AUSTRALIAN TRADE COMMISSION CONTACTS

Andrew	Barnes	Trade Manager - Agribusiness	andrew.barnes@austrade.gov.au
Frances	Cheung	Business Development Manager, Hong Kong	frances.cheung@austrade.gov.au
Patricia	Lee	Senior Business Development Manager, Kuala Lumpur	patricia.lee@austrade.gov.au
Jennifer	Chen	Business Development Manager, Taipei	jennifer.chen@austrade.gov.au
Kiyoko	Ozawa	Business Development Manager, Tokyo	kiyoko.ozawa@austrade.gov.au
Rehka	Isaac	Business Development Manager, Singapore	rehka.isaac@austrade.gov.au

FARMS

Kalfresh	Queensland	07 5462 7290	info@kalfresh.com.au
Salad Makers	Queensland	07 5533 2350	qa.coastal@gmail.com

Acknowledgments

AUSVEG would like to acknowledge and thank the following people/organisations for their input, involvement and collaboration with this project:

- Horticulture Australia Limited (HAL)
- The Australian Trade Commission (Austrade)
- Trade and Investment Queensland
- Central Markets Association of Australia (CMAA)
- Coastal Hydroponics/ Salad Makers
- Kalfresh

Appendices

Appendix 1 – Letter of Invitation



XX February 2014

[Name]
[Organisation]
[Address Line 1]
[Address Line 2]
[Address Line 3]

ABN: 25 107 507 559
ACN: 107 507 559
PO Box 138
Camberwell VIC 3124
Level 2, 273 Camberwell Road
Camberwell VIC 3124
T (03) 9882 0277
F (03) 9882 6722
E info@ausveg.com.au
www.ausveg.com.au

Dear [name]

Invitation to 2014 Reverse Trade Mission Including 2014 AUSVEG National Convention, Trade Show and Awards for Excellence

AUSVEG is the National Peak Industry Body representing Australia's 9,000 vegetable and potato growers. Each year, AUSVEG holds a National Convention, which has become the largest horticulture event in Australia involving growers, researchers and supply chain representatives from across the industry. The Convention includes a large Trade Show spread over three days, presentations from prominent international and domestic guest speakers, and is attended by more than 1,000 delegates from both Australia and abroad.

Currently we are seeking to further Australia's trading relationship with Singapore. We would like to take this opportunity to invite you to join the Singapore delegation to visit this year's **Reverse Trade Mission**, which will be held from 16 – 22 June 2014, culminating in the **AUSVEG National Convention**, which will be held in Cairns, Australia from 19-21 June 2014. The Reverse Trade Mission will tour prominent growing operations, retail distribution centres and wholesale markets throughout New South Wales and Queensland. The objective of the Reverse Trade Mission is to identify opportunities to export Australia's high quality produce and develop trading relationships with Singapore.

During the AUSVEG National Convention and Trade Show you will have the opportunity to meet experts, retailers and a range of Australian farmers who have a focus on export. The produce displays at the Trade Show will reflect the fresh, clean and safe reputation of Australian produce. The AUSVEG National Convention will also be showcasing the significant levels of research and development undertaken by the Australian industry. This event will receive great media coverage in magazines and newspapers, creating the opportunity to gain exposure to the Australian market.

Throughout your stay in Australia you will be provided with all international and domestic flights, accommodation, transport, translation services, meals and entry to all AUSVEG events. Please find the trip itinerary in the information pack provided.

Please contact both myself and your Austrade representative by **Friday 24 March** on (+61) 3 9882 0277 or hayden.moore@ausveg.com.au and **[insert Austrade contact details]** to confirm your attendance. Further information regarding the agenda for the event will be provided upon receiving your response.

Yours sincerely

A handwritten signature in black ink, appearing to read "Hayden Moore".

Hayden Moore
National Manager – Export Development
AUSVEG

Appendix 2 – 2014 Reverse Trade Mission Itinerary

Date	Activities
Monday 16 June	Delegation to arrive today in Sydney Group Dinner this evening
Tuesday 17 June	Sydney Wholesale Market tour Coles (Polar Fresh) Distribution Centre Visit Depart Sydney for Gold Coast Group Dinner at Bazaar Restaurant (interactive Chef experience)
Wednesday 18 June	Tour Coastal Hydroponics Tour Kalfresh Australian Produce Themed Dinner at Stokehouse (with Callum Hann)
Thursday 19 June	Tour Brisbane Wholesale Markets Trade and Investment Queensland Seminar Travel from Brisbane to Cairns Reverse Trade Mission Welcome Reception at AUSVEG National Convention
Friday 20 June	Export Seminar Produce Display and Buyers Meetings Kahaki Luau DuPont's 'Evening by the Beach'
Saturday 21 June	AUSVEG Tradeshow and Convention Free Time
Sunday 22 June	Delegates to depart from Cairns Airport

Appendix 3 – Trade and Investment Queensland Seminar Agenda

AusVeg Reverse Trade Mission – TIQ Session

PROGRAM

9:00am – 11:45am Thursday 19 June 2014

Fresh Centre Building

Training Room - Ground Floor

385 Sherwood Rd, Rocklea QLD 4106age

MC: Ms Devinka Wanigsekera

9.00am – Guests arrive

9.15am – Welcome to Queensland

Mr Andrew Tulloch, CEO, TIQ

9.30am – Queensland's Vegetable Industry Overview

Ms Rachel Mackenzie, Chief Advocate, GrowCom

9.50am – Realising Export Opportunities

Ms Michelle Christoe, Executive Director, AHEA

10.10am – Growing for Export Markets

Mr Tim Inkster, Sales Manager, Mulgowie Farming Company

10.35am – R&D vegetables in Queensland

Ms Jodie Campbell, Business Manager, DAFF

10:50 – Closing Remarks

Ms Vanessa Kennedy, Brisbane Markets Limited

11:00 – Networking & morning tea

11.45 – International delegation departs to North Queensland

Appendix 4 – Australian Produce Themed Dinner

STOKEHOUSE

Wednesday 18 June 2014

ENTRÉE

Roasted heirloom beetroots, Jim's honey, aged balsamic, Woodside goat curd, rye
Salad of Moreton Bay bugs, green strawberries, avocado, ranch dressing
Rannoch Farm quail Kiev, garlic butter, celeriac veloute, pickled shallots, parmesan

MAIN

Market fish, parsnip puree, shaved brussel sprouts, wild mushroom, organic raisins
Jerusalem artichoke risotto, roasted chestnuts, Taleggio, nashi pear
Grain-fed eye fillet, pomme mousseline, savoy, preserved truffle, double smoked bacon

DESSERT

The Bombe – strawberry sorbet, white chocolate parfait, toasted meringue
Valrhona chocolate mousse, peanut crunch, banana ice-cream
Cheese – muscatels, quince, fruit & nut loaf, lavosh

BEVERAGES

James Boags Premium, Crown Lager, Little Creatures Pale Ale
Chandon 'Blanc de Blancs', 2009, Yarra Valley, VIC
Cape Mentelle Sauvignon Blanc Semillon, 2013, Margaret River, WA
Pizzini Pinot Grigio, 2013, King Valley, VIC
Wichams Road Pinot Noir, 2013, Mornington Peninsula, VIC
Ballandean Estate 'Messing About' Shiraz Viognier, 2012, Granite Belt, QLD

ENTRÉE

Roasted heirloom beetroots, Jim's honey, aged balsamic, Woodside goat curd, rye
Salad of Morton Bay bugs, green strawberries, avocado, ranch dressing
Rannoch Farm quail Kiev, garlic butter, celeriac veloute, pickled shallots, parmesan

MAIN

Market fish, parsnip puree, shaved brussell sprouts, wild mushroom, organic raisins
Jerusalem artichoke risotto, roasted chestnuts, Taleggio, nashi pear
Grain-fed eye fillet, pomme mousseline, savoy, preserved truffle, double smoked bacon

DESSERT

The Bombe – strawberry sorbet, white chocolate parfait, toasted meringue
Valrhona chocolate mousse, peanut crunch, banana ice-cream
Cheese – muscatels, quince, fruit & nut loaf, lavosh

Appendix 5 – Tradeshow Seminar Agenda

**Tradeshow Seminar
Cairns Convention Centre**

Start 9:00am	
<p><i>10mins allocated for late start</i></p> <p>Hayden Moore AUSVEG 20 minutes</p> <p>John Lloyd HAL 20 minutes Accommodation</p>	
Short Break 9:50-10:00am	Time: 10 minutes
<p>Dr Kevin Clayton-Greene Biosecurity 25 minutes</p> <p>Dr Andrew Monk Australian Organic 25 minutes</p> <p><i>10 minutes allocated for running overtime</i></p>	
Finish 11:00am	

Appendix 6 – Reverse Trade Mission, Grower Directory

Nina to add PDF here.

Appendix 7 – Reverse Trade Mission Feedback Survey

Dear delegate,

AUSVEG would like to thank you for your participation and attendance at the 2014 Reverse Trade Mission. In an effort to continually measure and improve industry events, we ask that you kindly complete the following survey and return to AUSVEG staff before leaving.

Your responses will be used to guide the development of future missions and will remain strictly confidential. The survey should not take more than 5 minutes to complete.

- 1) How worthwhile did you find the 2014 Reverse Trade Mission?

Not worthwhile

Very worthwhile

1	2	3	4	5
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- 2) Would you consider attending the Reverse Trade Mission or similar event again?

Yes No

- 3) How engaging and informative were the following activities prior to attending the AUSVEG National Convention: 1 (**Not engaging**) - 5 (**Very engaging**)

Tuesday 17 June: Sydney Markets Tour

1	2	3	4	5
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Wednesday 18 June: Australian Produce Themed Dinner

1	2	3	4	5
---	---	---	---	---

Wednesday 18 June: Coastal Hydroponics Farm Visit

1	2	3	4	5
---	---	---	---	---

Thursday 19 June: Brisbane Markets Tour

1	2	3	4	5
---	---	---	---	---

Wednesday 18 June: Kalfresh Farm Visit

1	2	3	4	5
---	---	---	---	---

Thursday 19 June: Trade and Investment QLD Presentations

1	2	3	4	5
---	---	---	---	---

- 4) How engaging and informative did you find the activities at the AUSVEG National Convention:
1 (**Not engaging**) - 5 (**Very engaging**)

Friday 20 June: Morning Seminar

1	2	3	4	5
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Friday 20 June: DuPont Evening by the beach

1	2	3	4	5
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Friday 20 June: Cooking Demonstration with Callum Hann

1	2	3	4	5
---	---	---	---	---

Saturday 21 June: Gala Dinner and Awards for Excellence

1	2	3	4	5
---	---	---	---	---

Friday 20 June: Scheduled Buyers Meetings

1	2	3	4	5
---	---	---	---	---

.) What part of the 2014 Reverse Trade Mission added the most value to your business?

:) Are you likely to increase the amount of Australian produce you import as a result of the 2014 Reverse Trade Mission?

:) Please list any further comments you may have regarding the 2014 AUSVEG Reverse Trade Mission, particularly what might be improved:

Thank you for taking the time to complete this survey. Your responses will be used to guide and improve future missions.

If you have any further questions or comments about the 2014 Reverse Trade Mission, please contact Hayden Moore via email at hayden.moore@ausveg.com.au or by phone on (03) 9882 0277.