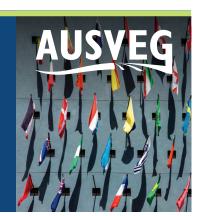


# ONLINE TRAINING COURSE

# Export Fundamentals for Australian Fruit & Vegetable Growers:

From Farmgate to International Markets

Are you a vegetable grower looking to commence exporting and are interested in exploring new opportunities to export your product?



#### **Overview**

AUSVEG and the Export Council of
Australia have developed an online vegetable
industry specific export readiness training program.
The Export Fundamentals for Australian Fruit &
Vegetable Growers: From Farmgate to International
Markets course is customised to the Australian
vegetable industry to provide foundational training
for growers to understand a broad range of topics
relating to international trade for fresh produce. This
course will provide growers with the information
needed to progress to becoming export ready.

## Who should register?

The Export Fundamentals for Australian Fruit & Vegetable Growers training program is suitable for the following National Vegetable Levy paying growers:

- Vegetable growers not currently involved in exporting
- Vegetable growers who do export but want to improve their export knowledge
- Experienced vegetable exporting businesses who want to develop the practical export skills of staff members

#### **Course Content**

The Export Fundamentals for Australian Fruit & Vegetable Growers training program contains the following 11 e-learning modules:

- Module 1: Why Export
- Module 2: Vegetable ExportOverview
- Module 3: Export Readiness
- Module 4: Market Access & Market
   Research
- Module 5: Vegetable Industry
   Market Access
- Module 6: International Market Entry
- Module 7: International Marketing
   & Meeting Customers
- Module 8: Export Documentation
- Module 9: Freight & Logistics
- Module 10: Finance & Pricing
- Module 11: Pathway to Exporting Vegetables

## **Course Features**

The Export Fundamentals for Australian Fruit & Vegetable Growers training program has been developed to increase knowledge about exporting through:

- Customised content that is tailored to aspiring fresh produce exporters
- Interactivity to enhance learning outcomes
- Videos on selected topics to highlight important information
- Practical grower examples and case studies
- Q&A's in each module to deepen understanding
- Flexible functionality to access the content via computer, tablet or smartphone

## **How to Register**

To register for the Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets online training program, growers should complete the online registration form on the AUSVEG website: <a href="mailto:ausveg.com.au/export">ausveg.com.au/export</a>.

For further information, please contact the AUSVEG Export Department on 03 9882 0277 or export@ausveg.com.au.

Course registration is free for levy-paying vegetable growers