EXPORTING:

A Vegetable Shipment to Singapore

AUSVEG

VegExportNotes are designed by AUSVEG specifically for levy-paying vegetable growers to enhance industry trade knowledge. The content provided in VegExportNotes is based on the best available information at the time of publishing.

In 2014 AUSVEG tracked a consignment of celery from Victoria through to its destination in Singapore. The data and information in this factsheet is based on this consignment and it should be used as a case study. This information is a guide only and you should consider your own specific business needs before making export decisions.

Harvesting

The harvesting methods for exporting are no different to harvesting for the domestic market.

Harvesting times may need to vary slightly for each consignment depending on the scheduled departure for your chosen mode of transport. This will help to ensure that your product is as fresh as possible when it arrives to your buyer.









Packing

Packing produce for export markets is similar to packing for domestic supermarkets. However, important consideration should be given to the packaging itself. Packaging will provide you with a great opportunity to build your own identifiable brand that will allow your customers to recognise your product. Your packaging will allow you to differentiate your product in an international market place – you should consider identifying your produce as "Australian grown". It is important to note that different countries may have different product labeling requirements.



Clearance

Some export markets require all shipments of fresh produce to be accompanied by a phytosanitary certificate. This certificate attests to the freedom of your product from pests, soil and other materials. To find out the importing requirements of your export market please visit the MICoR website. (micor.agriculture.gov.au)

Name and address of exporter (1)		X .	No.
		Australian Gov	ernment
		Department of A	Agriculture,
		Fisheries and Fe	
Declared name and address of Consignee/Notify Party: (2)		PHYTOSANITARY CERTIFICATE	
		Plant Protection Organisation of the Australian Government (5)	
		Place of Origin (7)	Code
		Country of Final Destination (8)	Code
		To: The Plant Protection Organisation of (9)	
Declared means of conveyance (10)	Declared point of entry (11)	Import Permit Number (6)	
Distinguishing marks and container numbers (12)	Number and description of packages (13)		nical name Commodity nts (15) code (16)
		Number of Packages (Total) (17)	Mass (Total) (18)
This is to certify that the plants, plant products or other regulated articles described herein have been inspected and or tested according to official appropriate procedures and are considered to be free from the quarantine pests specified by the importing contracting party and to conform with the current phytosanitary requirements of the importing contracting party, including those for regulated non-quarantine pests. (19)			
DISINFESTATION AN/OR DISINFECTION TREATMENT (20)			
Date (21)	Treatment (22)	Chemical (active ingredient (23)	Concentration (24)
Duration and temperature (25)	Additional information (26)		
Place of issue (32)		Code	
Name of inspector (28)	Inspection Date (29)	Code	
Name of Authorised Officer (30)	Signature of Authorised Office	r an Officer of the Dept (34)	F4//M, 40\
			E16 (Mar13)

Your produce will need to be inspected by an authorised officer prior to being exported from Australia. If you are using an agent or a freight forwarder, they will arrange an inspection, the completion of the phytosanitary certificate and any other relevant documents.





Transport

Once your produce is packed it will need to be transported to your agent or freight forwarder – many of whom operate from wholesale markets. During transportation, it is important your agent or freight forwarder actively maintains the cold chain. A more efficient cold chain will ensure that customers receive a fresh, high quality product.

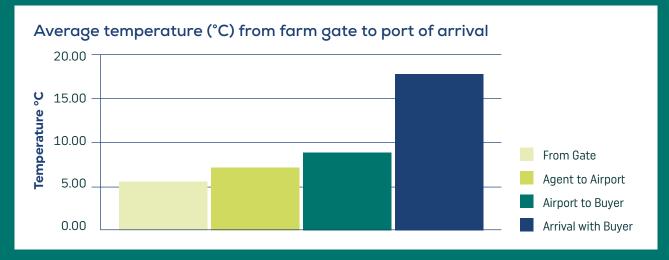
Once your produce arrives at the freight forwarder it should be cooled until closer to the flight departure time. The produce will need to be packed into airline containers and stored with cold packs for the journey.

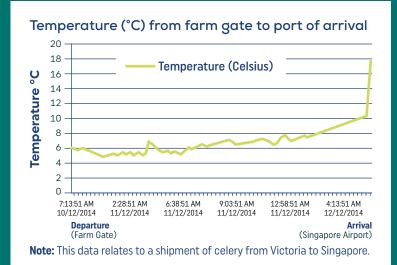




From farm to international buyer

The data below measured temperature throughout the export process.





Temperature spikes show when the produce has arrived at port and provide a good indicator of how long your produce has been awaiting clearance upon arrival. Tracking the temperature of your shipments is a great way to enhance your supply chain.

Arrival

Congratulations! Your produce has arrived at its destination and has been delivered to your buyer.



