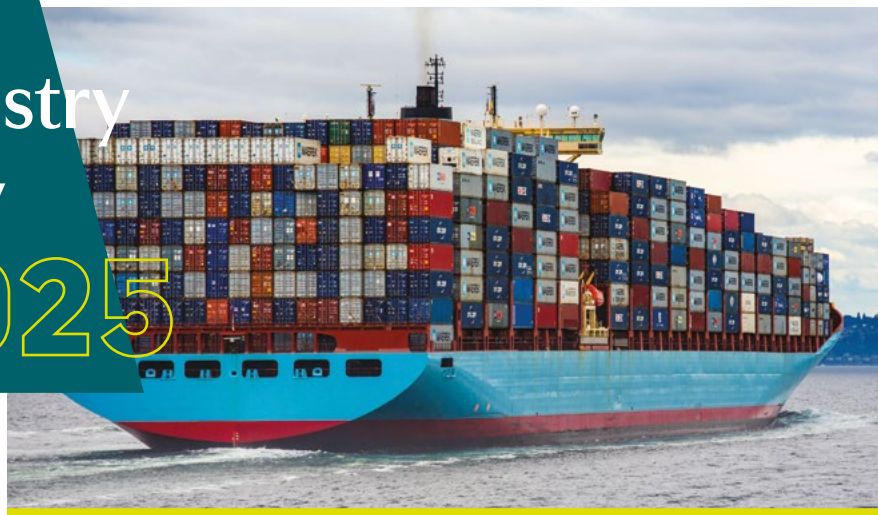


Vegetable Industry Export Strategy

2021-2025



Intro

The Australian Vegetable Industry's Export Strategy has been updated for the period 2021 to 2025. The Export Strategy has been developed with input from Australian vegetable exporters and AUSVEG with a methodology including market analysis, industry consultation and a program ideation workshop.

Strategy Mission

The 2025 strategy mission has a focus on driving growth in value. This will be achieved through a combination of targeting high value customers, product differentiation through improved branding and an increased focus on value-adding.

STRATEGY MISSION

To grow the value of Australian vegetable exports by supporting industry to market premium products, targeting higher value market segments.



Strategy Targets

The targets that have been set in this strategy of achieving \$300 million of export value by 2023 and \$400 million by 2025, reflect the challenges and opportunities arising from the COVID-19 pandemic which are likely to endure for a number of years.



Recover and sustain trade of **\$300 million** of export value by **2023**



Achieve **\$400 million** of export value by **2025**

The 2025 strategy

In response to the findings from the situation analysis that explored both the blockers to export growth and the opportunities, the 2025 export strategy includes five strategy pillars. The five strategy pillars are structured around two distinct time horizons with a focus on activity to 'Regain Momentum' in Horizon 1 and 'Drive Growth' in Horizon 2.



While the previous strategy had a KPI of growing the total number of export capable growers, on the advice of industry, the new strategy takes a tiered approach with different programs of activity for aspiring, emerging and experienced exporters. This reflects the fact that there are now varying levels of export maturity across the vegetable industry.

Operationalising the strategy

To implement the export strategy the industry needs to continue to invest in delivering the operational functions that are highly valued by exporting growers. The core operational functions of delivering the export strategy for industry include the following three functional areas:



The Enablers

The analysis identified the following enablers are necessary to achieve the strategy mission and growth targets:



While all Australian fresh food export industries have faced a drastic shock during the pandemic, the outlook for Australian vegetable exports remains positive with ongoing demand for premium and safe produce from Asian and Middle Eastern markets, where Australia can deliver on a strong value proposition.