

Media Release

The Hon Jaala Pulford MLC
Minister for Agriculture
Minister for Regional Development
Deputy Leader of the Government
in the Legislative Council



Friday, 12 October 2018

HELPING SUMMERFRUIT GROWERS ACHIEVE SWEET SUCCESS IN CHINA

The Andrews Labor Government is helping Victorian summerfruit growers tap into the booming market for high-quality produce in China.

Minister for Agriculture and Regional Development Jaala Pulford announced a \$454,000 *Food Source Victoria* grant for Summerfruit Australia while in Tatura yesterday.

The project will establish a best practice guide for growers, packers and distributors so they can understand the value of a quality-focused value chain from growers to consumers in China.

The three-year project will oversee the cultivation of the most suitable varieties for the Chinese market, packing to premium specification with quality inspections, and distribution logistics through to the end customer.

The work along the value chain will be complemented by a marketing program to Chinese retailers and consumers.

This project will help demonstrate the efficiencies and quality checks along the Australian value chain that put it ahead of other countries supplying the Chinese market.

Victorian summerfruit growers gained access to the Chinese market in 2016, following the agreement of new import protocols by Australian and Chinese Government officials.

The agreement has created a huge potential for summerfruit producers and this project will help the sector to capitalise on the opportunity.

The Labor Government's *Food Source Victoria* program support producers and businesses working in partnership to develop products that take the state's superb produce to the next level, creating new jobs and growing exports.

Quotes attributable to Minister for Agriculture and Regional Development Jaala Pulford

"We're proud to back this exciting initiative, which will identify the most suitable varieties for the Chinese market, packing to premium specification with quality inspections."

"This is the first time the summerfruit industry has united to benchmark a quality standard and develop the consistent supply chain needed to attract major Chinese retailers – a landmark step in the future of this industry."