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Delicious Aussie plums gain access to Vietnam

Summerfruit Australia Limited welcomes news that Vietnam is allowing access for Australian plums.

Summerfruit Australia CEO Trevor Ranford attended the signing ceremony in Hanoi, Vietnam to represent Australia's stonefruit industry, joining Australian and Vietnamese Government representatives to mark successful access for Aussie plums into Vietnam.

This is effectively new access for Australian plums into Vietnam and adds to the stonefruit category's reach into this market, with Australian peaches and nectarines already having access since early 2022.

Access for Australian plums comes after two years of negotiations between the Australian and Vietnamese Governments. Summerfruit Australia played a key role in the negotiations by making available practical industry material and information to support verification of orchard and packing procedures.

Mr Ranford said Australia exports more than 20,000 tonnes of stonefruit each season and mostly to Asian markets, which highly value our plums, peaches, apricots and nectarines.

On behalf of Australian plum growers, Mr Ranford said this is a significant milestone and recognised the efforts of the Australian and Vietnam Governments which have worked alongside industry to achieve this valuable market access outcome.

"Having access for Australian plums into Vietnam is extremely important, both for Australian plum growers to access a crucial market and for Vietnamese consumers who can expect to enjoy premium Aussie plums," Mr Ranford said.

"It aligns with the Australian Government's push for industry to diversify export markets and gives an opportunity for industry to progress at a time when the sector and growers have suffered from high costs of production and inputs.

"Vietnam presents a great opportunity for market growth and its consumers appreciate a high quality product. With market development, Australia could achieve at least 15 per cent of the share of plums within five years, equating to 2,500 tonnes at a value of A\$7.5 million.

"Australia's reputation for top food safety and quality standards and its geographically diverse growing regions allowing for an extended season, put us in very good stead when it comes to diversifying into new markets and growing our share in existing ones.

"Both the Australian and Vietnamese Governments showed high levels of cooperation and dedication and worked with industry to achieve this outcome – and we sincerely thank them for this remarkable achievement.

The hard work of DAFF, DFAT and the Australian Embassy representatives has been integral to this achievement. SAL would particularly like to recognise the work of the Agriculture Counsellor in Hanoi, Mr Tony Harman.



"I also commend the efforts of some of those previously involved with SAL's Board and Executive, including Ian McAlister, John Moore, Andrew Finlay and Adrian Conti, whose past groundwork has supported this market access to become a reality.

Through the Summerfruit Fund, managed by Hort Innovation and utilising growers' levies and matched funds from the Australian Government, SAL has been able to undertake the necessary trade activities to assist in achieving this new market access milestone.

"As an industry, we very much look forward to supplying the Vietnamese market with delicious Australian plums and formally launching in the upcoming season, starting from this November."

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About Summerfruit Australia

Summerfruit Australia Limited (SAL) is the industry voice on a national and international level. It is recognised by the government as the peak industry body for growers and works closely with other interested groups, government and supply chain partners to maximise profitability for the industry.