



Speech By
Hon. Mark Furner

MEMBER FOR FERNY GROVE


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MINISTERIAL STATEMENT

Japan, Trade Mission

Mr SPEAKER: I call the Minister for Agricultural Industry Development and Fisheries and Minister for Rural Communities.

An opposition member interjected.

 **Hon. ML FURNER** (Ferny Grove—ALP) (Minister for Agricultural Industry Development and Fisheries and Minister for Rural Communities) (10.09 am): Some of those opposite might benefit from the free kindly offer the Minister for Education spoke about. They might learn something.

Mr SPEAKER: Thank you, Minister.

Opposition members interjected.

Mr SPEAKER: Order! Member for Kawana, it was noted.

Mr FURNER: Last week I undertook a trade mission to one of Queensland's key agriculture export markets: Japan. I was joined by a number of growers and industry representatives on this mission, including: Frank Sciacca of Eco Bananas; Shaun Jackson of Daintree Fresh; Alister Brown of Harrowsmiths International; and that great promoter of Bowen, the legend Carl Walker with Ry Collins of the Bowen Gumlu Growers Association. The Japanese market is a key high-end market where Australian produce—especially Queensland's—is in demand. Our reputation is of quality, consistency and safety.

While I was at the market I assisted growers with an in-store promotion of Eco Bananas and fresh Emperor's Pearl melons. This fruit was quite the hit with Japanese consumers on the day and it will be with importers for a long time to come. In fact, after every sample Carl and I handed out those consumers picked up a couple of bananas and melons after tasting them. Queensland beef dominates the market. Of the \$1.7 billion in agricultural exports to Japan, Queensland beef makes up \$1.3 billion of that value.

I was pleased to join MLA and NAPCO at the Australian embassy for the launch of Five Founders carbon-neutral beef, which was a real hit with the journalists present. I sometimes wish that all of my engagements with the media were catered with Queensland beef. Sustainability was a key message across all of our meetings. There was strong interest in what Queensland is doing and our actions under the Queensland Low Emissions Agriculture Roadmap and the AgTech road map. Japanese corporate culture has embraced sustainability, and it is very common to see executives wearing UN Sustainable Development Goals pins.

The practices of some of our sustainable farmers such as Qualipac were emphasised as part of the mix of agricultural produce that is consumed on a daily basis within the market. There is exciting potential for our agricultural sector, and I want to thank Trade and Investment Queensland and my department for their ongoing promotion of our produce in the Japanese market. In particular I want to give a big shout-out to Tak Adachi, the Japanese commissioner with Trade and Investment Queensland, for the excellent program he put together for my trade mission.