

Question on Notice

No. 451

Asked on 2 April 2019

MR B MELLISH ASKED MINISTER FOR AGRICULTURAL INDUSTRY DEVELOPMENT AND FISHERIES (HON M FURNER)—

QUESTION:

Will the Minister advise (a) the type of produce that has already been assisted through the Growing Food Exports program, (b) the areas that they are produced and (c) which countries are showing interest in importing Queensland's produce?

ANSWER:

I thank the Member for the question.

The Growing Queensland's Food Exports pilot program has fully allocated its \$1.3 million budget to the following export development projects:

- Manbulloo and Perfection Fresh - two leading mango businesses, are building their export capability for fresh and processed mangoes. Kensington Pride, R2E2 and Calypso mangoes are grown from Bundaberg to the Atherton Tablelands. The target markets include China, Korea, USA, Canada, Singapore, Hong Kong and New Zealand. Exports will be enhanced through building strong supply chain partnerships and developing effective and efficient handling practices. Sales will also be enhanced by better understanding and meeting consumer preferences and purchasing behaviour;
- A&E Coco and sons, in collaboration with Ashbern Farms and Berry Patch marketing, is building fresh strawberry exports that capitalise on market access to Indonesia and Hong Kong;
- Bundaberg based Macadamias Australia is building its exports of macadamia retail ready products into China through developing a better understanding of consumer preferences and retail channels;
- Lockyer Valley based Mulgowie Fresh is customising fresh sweet corn products to target the Japanese market. Mulgowie will offer consumers a unique trace-back system on its custom designed packaging;
- VfPlus is collaborating with Burdekin producers to develop high quality melons to target the high value markets of Japan and Singapore. Custom designed protected cropping and production systems and improved varieties are being evaluated to achieve export success;
- SunPork Fresh Foods is developing pork products at its Kingaroy and Murrarie plants for high-end Asian markets. The export potential will be maximised by better understanding consumer preferences in flavour and cuts of pork;

- Gatton-based Qualipac, in collaboration with Sutton Farms and Gibb Brothers, is developing export supply chains to deliver high quality sea freight lettuce and Kabocha (pumpkin) to Japan and Taiwan;
- The Buderim Group at Yandina is collaborating with Sunshine Coast ginger producers to develop new value-added preservative-free ginger products for the Chinese market;
- Mundubbera's Ironbark Citrus is focussing on building exports of high-value premium mandarins to the Philippines. By better understanding the market, they will be able to target specific products and promotional activities;
- The Atherton Tableland's Natural Evolution company is working to grow international sales by establishing an on-line Queensland market place for sales of long shelf life agri-food products such as its banana and sweetpotato flour products. Exports to the key markets of China and Hong Kong will be enhanced by better understanding the markets and establishment of best practices in supply chain management;
- after initial interest from a growing number of on-line Chinese customers, Gin Gin and Dry from Gin Gin will focus on enhancing their sugar-free dried tropical fruit products to better meet Chinese consumer preferences. They will also explore the best supply channels to maximise export potential to targeted market segments;
- The Granite Belt's Kominos Wines aims to grow Queensland wine exports to China and Taiwan. By better understanding the target markets, they will establish wine style preferences and target communication messages to achieve increased interest in, and sales of, Queensland wines;
- Australian Gulf Seafoods is working towards increasing exports of premium mud crab and fish sourced from the waters of the Gulf of Carpentaria to Asian countries such as China, Hong Kong and Singapore. Export growth and exposure of its seafood range will be achieved through better understanding the markets and establishment of key supply chain partners;
- Bundaberg Sugar will explore export supply chain viability for sweet potato products into Europe, Asia and the Middle East. They will explore developing best practice guidelines for long sea-freight supply chains and maximisation of shelf life in market.

Each project will not only have commercial benefits to the applicant business, but will also deliver some key messages to assist with overall industry export growth. It is projected that the wide regional diversity of the projects will see increased employment opportunities to meet the growing export demand.