



8 March 2019

Guy Barnett, Minister for Primary Industries and Water

## Fostering trade in horticulture

With the Japan Trade and Investment Mission currently underway, it's timely to announce a new, \$550,000 horticulture market and trade development initiative to support our fruit and vegetable growers and agribusinesses to capitalise on export market demand for Tasmania's premium produce.

Continued growth of the fruit and vegetable sector is a key part of achieving our target to grow the farm gate value of agriculture to \$10 billion by 2050.

Fruit Growers Tasmania will work with other industry groups and agribusiness to deliver the four year program to leverage new collaborative market and export opportunities, drive increased trade, value and farm productivity.

Aligned to the new Tasmanian Trade Strategy, which was launched by the Premier last week, practical support will be provided to producers of fruit, nuts, vegetables, salad greens and other agrifood products with, to assist with:

- Training, workshops and study tours to help grow their business.
- Making market connections to help develop and access export market opportunities.
- Undertaking market analysis, developing and launching products.

Tasmania's fruit sector has a proven track record of successful market development and this program builds on that expertise and other current industry initiatives, to support agrifood exporters more broadly.

The Premier is currently on a trade mission to Japan with members of Fruit Growers Tasmania and a number of Tasmanian horticultural exporters.

A key part of this visit is attendance at the FOODEX trade show in Tokyo, one of the largest international food and beverage trade shows attracting 85,000 buyers from 80 countries.

We are committed to helping to build industry capability and empowering agribusiness to take their products to the world, creating jobs and opportunity across Tasmania.