



29 August 2019

Guy Barnett, Minister for Primary Industries and Water

Tasmanian Fruit Growers collaborate with Brand Tasmania

The Hodgman majority Liberal Government is working with primary producers to expand their exports, particularly into key Asian markets.

Tasmanian growers will be showcasing our produce at Hong Kong's Fruit Logistica 4-6 September this year, which attracts more than 13,000 buyers from over 76 countries enabling Tasmanian producers to connect with key buyers and importers across Asia.

This year Fruit Growers Tasmania has partnered with Brand Tasmania to exhibit at Asia Fruit Logistica in their own right under the unique Tasmanian banner of *'the quiet pursuit of the extraordinary'*.

Tasmania's brand is one of our state's greatest assets and Tasmanian growers will affirm their commitment to exceptional quality which is expected to boost export demand for our premium horticultural products.

A key priority in our Trade Strategy is to build the export capability of local businesses, and growing our agricultural exports will help deliver our target to grow the annual farm gate value of Tasmanian agriculture to \$10 billion by 2050.

China, including Hong Kong, remains the number one destination for Tasmanian exporters, consuming more than \$1.28 billion in our goods over the year to June 2019, with Japan second at \$318 million, Taiwan third with \$266 million and Malaysia fourth with \$255 million.

Over 80 per cent of Tasmania's exports are consigned to the Asian region, with China and Hong Kong alone accounting for 35 per cent of total Tasmanian exports.

These figures demonstrate the success of our international engagement with Tasmania's key trading partners across Asia.

The Tasmanian Government is committed to empowering businesses to take their products to the world, so that the Tasmanian economy continues to grow, creating local jobs.