



28 February 2023

**Communique: Horticulture Trade and Market Access Roundtable - Canberra**

Members of the NFF Horticulture Council, supply chain partners, and representatives from Federal Government agriculture and trade departments assembled in Canberra on Tuesday 28 February to share market insights and agree on shared priorities for expanding Australia's fresh produce exports.

Attendees at the inaugural Horticulture Trade and Market Access Roundtable, an initiative of the NFF Horticulture Council, agreed the event was a watershed moment in creating a new era of closer collaboration between the many parties who have a role in growing the share of fresh fruits, vegetables, nuts and foliage grown for export markets.

Attendees acknowledged the market access achieved to date had been hard won, that new market access and maintaining existing access are critical for the sectors growth, and agreed that open dialogue, transparency and accountability would help build the relationships required to see progress in the near future.

Attendees were glad to hear from Federal Agriculture Minister Murray Watt on the great export challenges and opportunities for the sector in the near and distant future, and that in response, the Australian Government is open to working even more collaboratively with industry.

Attendees agreed that to expand market access for Australian horticultural products a multi-ministerial approach was needed by the Australian Government. Industry representatives highlighted the sustainable, long-term growth of the horticulture sector hinges greatly on increasing exports of fruits, vegetables, nuts and foliage and improving access to overseas markets.

Industry representatives emphasised the sector has an incredibly bright and prosperous future and a compelling story to tell about the benefits of increasing our trade in fresh produce, including its potential as an engine of economic growth, vitally important in creating jobs and wealth for many regional towns and cities and in achieving our collective vision of a \$100 billion agriculture industry by 2030.

Industry representatives identified the high quality of Australian horticulture products that are growing in demand worldwide, and also the link between sustainable global food systems and diets and an increase in consumption of fresh fruits, vegetables and nuts.

With a focus on expanding exports, the NFF Horticulture Council expressed a desire to build cohesion between, and continued conversations with key partners, Ministries, and government agencies over the next few months.

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