

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 8/15/2013

GAIN Report Number: AS1332

Australia

Post: Canberra

U.S. Stone Fruit Breaks Quarantine Barrier into Australian Market

Report Categories:

Export Accomplishments - Other

Approved By:

Hugh Maginnis, Agricultural Counselor

Prepared By:

Lindy Crothers, Agricultural Marketing Specialist

Report Highlights:

After many years of negotiations between the U.S. and Australian governments, the first shipments of stone fruit (peaches and nectarines) from the United States (California) began arriving in Australia in late July 2013. This development is a win for consumers, wholesalers, retailers, growers and supply chain partners resulting in additional business at a traditionally slower time of year.

After many years of negotiations between the U.S. and Australian governments, the final Import Risk Analysis for access to all states of Australia for U.S. stone fruit (peaches, nectarines, plums and apricots) from California and the Pacific Northwest was published on July 18, 2013. The first shipments of peaches and nectarines began arriving in Australia in late July 2013. Shipments during the first 10 days of trade were estimated at approximately 30,000 9kg boxes.

Based on the success of U.S. cherries in Australia since the market opened in 1999 (Australia is now ranked as the 7th largest export market for U.S. cherries), industry expects exports of stone fruit to reach 3,000 MT for each variety in the long term with a total value of \$50 million per year, especially if plums are added to the mix.

This development is a win for exporters, consumers, wholesalers, retailers, growers, and supply chain partners. Beyond the fact that a brand new market for U.S. stone fruit exporters is now open in Australia, retailers, especially specialist fruit and vegetable greengrocers, will benefit by attracting additional business at a traditionally slower time of year. Others involved in the distribution chain, such as importers, wholesalers, transport and food service, for example, will also see more business.

U.S. stone fruit is counter-seasonal to Australian production and enters the Australian market during the winter months when the choices for fruit are limited. U.S. stone fruit therefore complements, rather than competes with Australian fruit, which does not become available until later in the year. The United States is one of the main export markets for Australian navel oranges and mandarins for the same reason – because they are counter-seasonal.

Many Australian growers already have links with California counterparts. Trade can only strengthen and expand those links. For example, the California industry invests in promotion and training, which will benefit Australian growers in the Australian season. Trade also exposes Australian growers to new innovations, such as varieties, growing systems and packaging.

Promotional Activities

The U.S. Ambassador to Australia, Dr. Jeffrey Bleich, joined FAS Canberra and the California stone fruit industry to officially 'launch' U.S. stone fruit on the Australian market. Ambassador Bleich attended an early morning function at the Sydney Wholesale Markets to speak to Australian importers, wholesalers and retailers.



“Starting today there will be more varieties of sweet tangy fruits here that you ordinarily couldn't get in winter. The first shipment of California peaches and nectarines began arriving in Australia a few weeks ago, and I had a chance to buy and taste some this morning at the Sydney Wholesale Markets. They were just as juicy and delicious as I remembered. Many people have worked hard to get these exceptional stone-fruits Down Under – including Australian wholesalers and retailers. Just as my family and I love Aussie kiwis, star fruit, and other varieties, we hope you'll try these nectarines and peaches for yourselves. They're irresistible,” said Ambassador Bleich.

