

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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U.S. Table Grapes Finally Gain Access to Western Australia

Report Categories:

Export Accomplishments - Other

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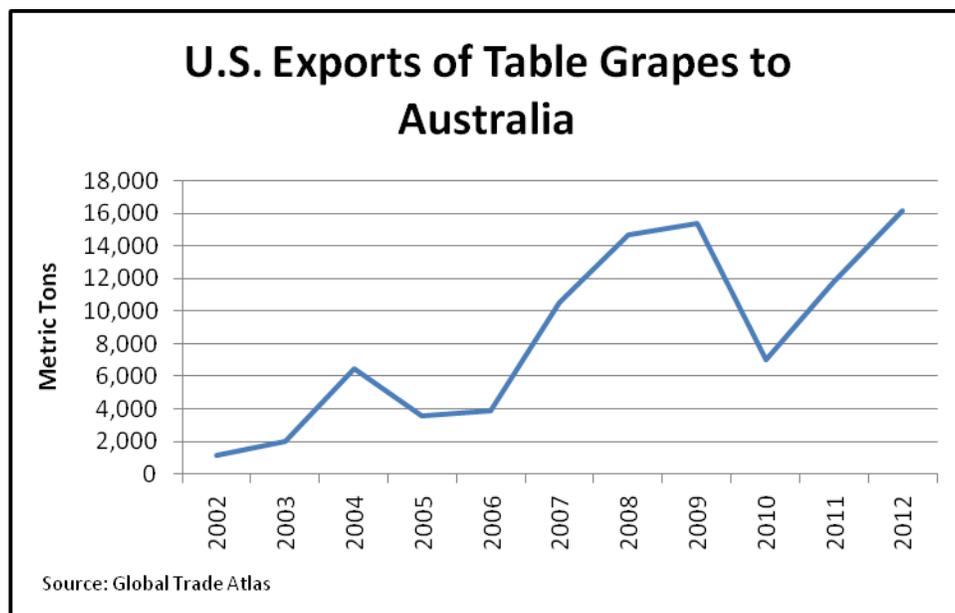
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Report Highlights:

On July 18, 2013, after several years of negotiation and slow forward progress, FAS Canberra led the effort to coordinate key stakeholder groups and build the coalitions needed to make the final push to open the Western Australian market for U.S. table grapes. The market for U.S. table grapes to Western Australia finally opened when the Australian government issued a final Import Risk Analysis (IRA) outlining the conditions under which imports could take place. The first shipments of U.S. table grapes began arriving at the end of July.

The first shipments of table grapes from California to Western Australia (WA) began arriving in late July 2013. Table grapes now join cherries and stone fruit as the only types of fruit allowed to be imported from the U.S. into WA. U.S. table grapes have had access to all other states and territories of Australia since 2002. Since that time, negotiations over access to WA have been ongoing between USDA and FAS Canberra, the Australian Department of Agriculture Fisheries & Forestry (DAFF), and the WA state government, which maintains separate quarantine regulations that have been very difficult to overcome (some of these regulations even restrict product entering from eastern Australian states).

In 2012, the value of table grape shipments to Australia was over \$55 million. It is expected that this development will result in additional shipments of up to \$20 million annually. Western Australian consumers have fewer fruit choices in winter (during the U.S. supply season), most notably due to very stringent state quarantine barriers, which also exclude fruit from the eastern states of Australia. With 10% of the Australian population and a strong local economy, we are confident that this market will grow quickly, adding to the success U.S. table grapes have already experienced. Australia is the 4th most valuable export market for U.S. table grapes.



In 2012, a record 16,000 MT of grapes were shipped to the Australian market, valued at over \$55 million compared with \$92,000 in 2001, the first year the market was opened. U.S. grapes are sold in Australia at a very reasonable price point, close to that of Australian product. U.S. grapes are counter-seasonal to the Australian crop which means that the products do not compete directly in the market place.

FAS Canberra worked hard to build the needed coalitions to make the final push and get this fruit into the market. These various stakeholders include U.S. government agencies, the California stone fruit industry and key stone fruit importers, as well as wholesalers and retailers in Australia. FAS Canberra helped bring these groups together in order to keep up the pressure to open the market in time for the

2013 shipping season. We are proud of this effort and look forward to tremendous growth potential for this important consumer product market.