

Spotlight on Australia and New Zealand

Fresh Produce Success



PMA's Experience with US products

- Cherries (California and Pacific Northwest)
- California stone fruit, table grapes, pistachios, pomegranates, dates
- Washington apples
- USA Pears
- USA cranberries
- Medjool dates
- Food Export – Midwest and Food Export - Northeast

Background to Success

- Understanding distribution/internal supply chains
- Seasonal and counter-seasonal
- Market access and market maintenance
- Case studies: Northwest cherries and California stone fruit
 - Co-operation with Australian counterparts
 - Market development



Distribution/Supply Chains

- Different to US
 - Aust/NZ:
 - Two dominant supermarkets in each country; some direct imports
 - Strong food service sector and coffee culture
 - Growth in on-line food shopping, from relatively low base
 - Australia:
 - Second tier supermarkets and specialist independents (like Europe)
 - Retailers often located in shopping malls
- Specialist importers, distributors for different food categories
- Excellent nation-wide distribution networks – dry, frozen, fresh



Seasonal and Counter-seasonal

- Cherries (Pacific Northwest and California)
- Stone fruit (California)
- Table grapes (California)
- Citrus (predominantly California)



Market Access and Market Maintenance

- Market access
 - Quarantine (Australia) – negotiating workable/commercial protocols; time taken e.g. NZ apples
 - Other issues – labelling, ingredients (e.g. colouring agents), MRL's, contamination
- Market Maintenance
 - Keeping the market open e.g. SWD (Spotted Wing Drosophila)
 - Quarantine – changed protocols (e.g. offshore preclearance to on-arrival inspection)
 - Trade – COVID-19 impact on international transport; “Buy Australian”
- Food & Beverage Importers Association – govt links; knowledge of requirements

Case Studies: NW Cherries & Cal Stone Fruit

Co-operation with Australian/NZ Counterparts

- Seasonal products – in front of consumers twice annually
- Sharing of production expertise by US farmers
- Many varieties developed in US - relationships
- Lifting local performance – production and quality
- Common messaging at retail e.g. product handling, merchandising



Case Studies: NW Cherries & Cal Stone Fruit

- Supply chain - import, wholesale, retail
 - Australia and NZ – similarities and differences
- Trade relations
- Trade promotion
- Getting it right at retail
- Consumer promotions


