



## Accessing premium agricultural markets

### Boosting farmers' profits from premium export opportunities in open agricultural markets

Australia's agriculture sector is already a strong performer in international markets. Around two thirds of our produce is exported. Growing global demand, particularly in our region, is an exciting opportunity for Australian agriculture.

To be competitive our farmers will need open overseas markets, be part of the right supply chains, and to differentiate their products. We will need a premium product to attract a premium price.

### Open markets

The Government is acting to remove trade distortions in global markets.

Free trade agreements (FTAs) with Japan and the Republic of Korea have entered into force and the FTA with China has been signed. These countries together buy a third of our agriculture exports. We are now working on agreements with India and in the region via the Trans-Pacific Partnership and the Regional Comprehensive Economic Partnership.

The Government will continue to **work with industry to negotiate real commercial outcomes in bilateral and regional FTAs**. We will also reinforce global trade rules in multilateral forums and pushing for lower trade barriers, including in the World Trade Organization.

In a national seminar series, trade experts will provide producers and exporters with information about opportunities from FTAs. We will also provide online resources, including step by step guides and a tariff finder. This will help exporters understand and capture the benefits of FTAs.

### Removing technical barriers

Lowering tariffs through FTAs is only part of the story.

Even after an FTA is negotiated, technical requirements—like pest, disease and food safety standards—must be taken into account. Technical negotiations between governments are often needed to address these barriers and secure access for a specific product.

**The Government will invest \$30.8 million over the next four years to strengthen our capacity to address the technical barriers that stop our farmers exporting their produce overseas.**

We will bolster our strength overseas. The Government will **appoint five new overseas agriculture counsellors**. The positions will be in addition to the existing 12 currently located in Australian missions in key markets around the globe. The locations will be determined in consultation with industry.

Counsellors are our front line in helping exporters: quickly solving trade-related incidents; getting produce off the dock and delivered to buyers; getting hold of practical market information; negotiating new access arrangements; and building good relationships with overseas governments.

On the home front, we need to take a team approach. More information to support our overseas efforts to tackle trade barriers is needed. The Government will work with industry and State and Territory governments to identify the most important technical barriers to address and determine how to break them down.

## Growing markets

The Government is helping business grow premium agricultural export markets through:

- Austrade services, helping exporters capture premium export opportunities, by providing information, strategic buyer engagement and introductions, export facilitation services and overseas promotions;
- a Food and Agribusiness Growth Centre, to help businesses to lift capability, boost industry productivity and competitiveness, and increase readiness for export;

- a boost to the Export Market Development Grants Scheme;
- investing in the Export Finance and Insurance Corporation so it can better support small and medium enterprises;
- a package to help small exporters access markets by funding projects to improve market access and reviewing fees and charges to reduce domestic regulatory burden and costs; and
- promoting Australian products overseas, for example through *Australia Week promotions*.

## When will you see results?

The benefits of FTAs with Japan and Korea are already being felt and the agreement just signed with China promises even more.

We need to work with farmers, exporters and stakeholders to:

- identify the most important trade barriers, so we can prioritise efforts and get our products into the most profitable markets;
- identify the right markets for more overseas counsellors and quickly get them on the ground helping exporters;
- build stronger relationships with our trade partners; and
- give our agribusinesses better information on market opportunities, risks and importing country requirements (including by updating the Manual on Importing Country Requirements).

### Further Information

- [agwhitepaper.agriculture.gov.au](http://agwhitepaper.agriculture.gov.au)