

Agricultural Competitiveness White Paper – Submission IP150  
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Hi Paul., my last e mail to you on productivity focused briefly on managing risk. By doing this badly with E.C. Policies we have caused significant structural damage to agriculture. We must manage risk and improve returns. Obviously improving returns starts with the final customer, consumer. You will no doubt have a close look at final destinations and consumer profiles for our exported agricultural commodities be they undifferentiated or value added in some way. In some cases our product destinations do not have the capacity to pay a lot more yet we need a lot more!! Freeing up trade will no doubt be high on the agenda and china will be a major focus. ( should it be.) with China we need to be honest! most of our sea foods are smuggled into China through Hong Kong. Yes, most agricultural commodities march Quarter 2014, page 179, Fisheries, Hong Kong 32%, China 4%. Enough for now. Rory Mc Ewen