Exporting Australian Fresh Vegetables

This project has been funded by Horticulture Innovation Australia Limited using the vegetable levy and funds from the Australian Government.

For more information, contact AUSVEG’s Export Department:
Phone: +61 (3) 9882 0277
Fax: +61 (3) 9882 6722
Email: export@ausveg.com.au
Address: PO Box 138, Camberwell VIC 3124.

For more export information see www.ausveg.com/export

Export readiness resources:
We tracked a consignment of celery from Victoria through to its destination in Singapore. The data and information found in this booklet has been based off this consignment and is therefore not relevant to all growers or growing operations.

Harvesting

The harvesting methods for exporting are no different to harvesting for the domestic market.

Harvesting times may need to vary slightly for each consignment depending on what flights your produce is leaving on. This will help to ensure that your product is as fresh as possible when it arrives with your buyer.

Packing

Packing produce for the export market is similar to packing for domestic supermarkets. However, important consideration should be given to the packaging itself. Packaging will provide you with a great opportunity to build your own identifiable brand that will allow your customers to recognise your product. Your packaging will allow you to differentiate in an international market place – you should consider identifying your produce as “Australian grown”.

From farm to international buyer

Arrival

The data below measures temperature throughout the export process. Temperature spikes show when the produce has arrived at port and provide a good indicator of how long your produce has been awaiting clearance upon arrival. Tracking the temperature of your shipments is a great way to enhance your supply chain.

Congratulations your produce has arrived at its destination and been delivered to your buyer.

Average temperature (°C) from farm gate to port of arrival

Temperature (°C) from farm gate to port of arrival

<table>
<thead>
<tr>
<th>Temperature °C</th>
<th>From Gate to Export Agent</th>
<th>Agent to Airport</th>
<th>Airport to Buyer</th>
<th>Arrival with Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>5.00</td>
</tr>
<tr>
<td>0.00</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>10.00</td>
</tr>
<tr>
<td>0.00</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>15.00</td>
</tr>
<tr>
<td>0.00</td>
<td>8</td>
<td>10</td>
<td>12</td>
<td>20.00</td>
</tr>
</tbody>
</table>

Departure (Farm Gate) 2

Arrival (Singapore Airport) 4
Transport

Once your produce is packed it will need to be transported to your agent or freight forwarder—many of whom operate out of wholesale markets. It is important to consider relevant cold chain logistics. A more efficient cold chain will ensure that customers receive a fresh, high quality product.

Once your produce arrives at the freight forwarder it will be cooled until closer to the flight departure time. The produce will need to be packed into airline containers and stored with cold packs for the journey.

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Note: This data relates to a shipment of celery from Victoria to Singapore.
Some export markets require all shipments of fresh produce to be accompanied by a phytosanitary certificate. This certificate attests to the freedom of your product from pests, soil and other materials. To find out the importing requirements of your export market please visit the MICoR website.

This is to certify that the plants, plant products or other regulated articles described herein have been inspected and or tested according to official appropriate procedures and are considered to be free from the quarantine pests specified by the importing contracting party and to conform with the current phytosanitary requirements of the importing contracting party, including those for regulated non-quarantine pests. (19)

Disinfestation and/or disinfection treatment (20)

Date (21) Treatment (22) Chemical (active ingredient (23) Concentration (24)

Duration and temperature (25) Additional information (26)

Your produce will need to be inspected by an authorised officer prior to being exported from Australia. If you are using an agent or a freight forwarder, they will arrange an inspection, the completion of the phytosanitary certificate and any other relevant documents.

Place of issue (32) Code

Name of inspector (28) Inspection Date (29) Code

Name of Authorised Officer (30) Signature of Authorised Officer an Officer of the Dept (34)
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Export readiness resources:

Are you Export Ready?

Some companies that are not ready to export are not ready because they do not manage their export readiness. Having export sales does not necessarily mean that the company is ready to export. This could mean that they have yet to plan and implement all that is needed to make sure that your business is export ready.

Your Motivation

Guide to the Export Readiness Checklist

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Phytosanitary Certificate

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Date

Treatment

Chemical (active ingredient

Concentration

Duration and temperature

Additional information

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