

Exporting Australian Fresh Vegetables



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”.




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.



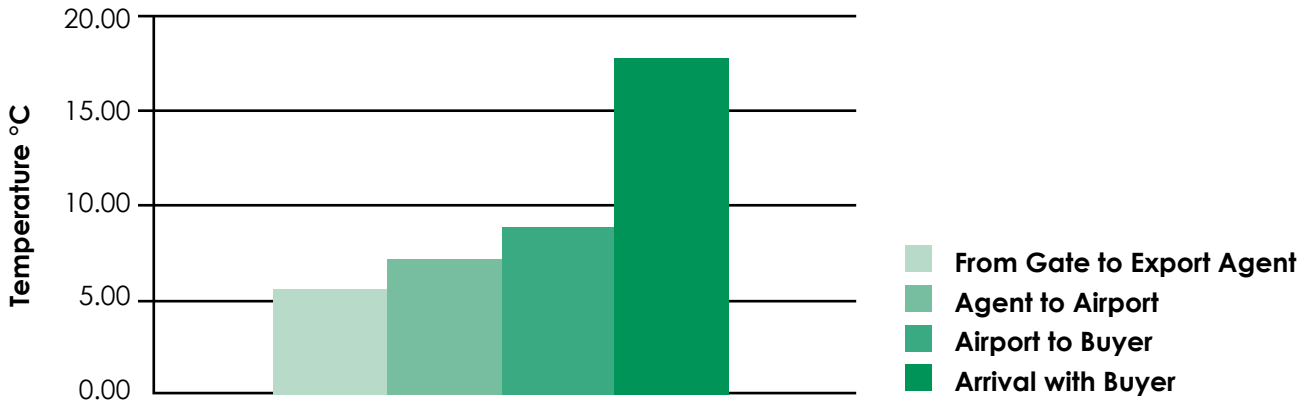
Clearance

Name and address of exporter (1)		No.		
		 Australian Government Department of Agriculture, Fisheries and Forestry		
Declared name and address of Consignee/Notify Party: (2)		PHYTOSANITARY CERTIFICATE		
		Plant Protection Organisation of the Australian Government (5)		
		Place of Origin (7)		Code
		Country of Final Destination (8)		Code
		To: The Plant Protection Organisation of (9)		
Declared means of conveyance (10)	Declared point of entry (11)	Import Permit Number (6)		
Distinguishing marks and container numbers (12)	Number and description of packages (13)	Name of produce/ quality declared (14)	Botanical name of plants (15)	Commodity code (16)
<p>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 MCoR website.</p>				
		Number of Packages (Total) (17)	Mass (Total) (18)	
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 AN/OR DISINFECTION TREATMENT (20)				
Date (21)	Treatment (22)	Chemical (active ingredient) (23)	Concentration (24)	
Duration and temperature (25)	Additional information (26)			
<p>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.</p>				
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)			

From farm to international buyer

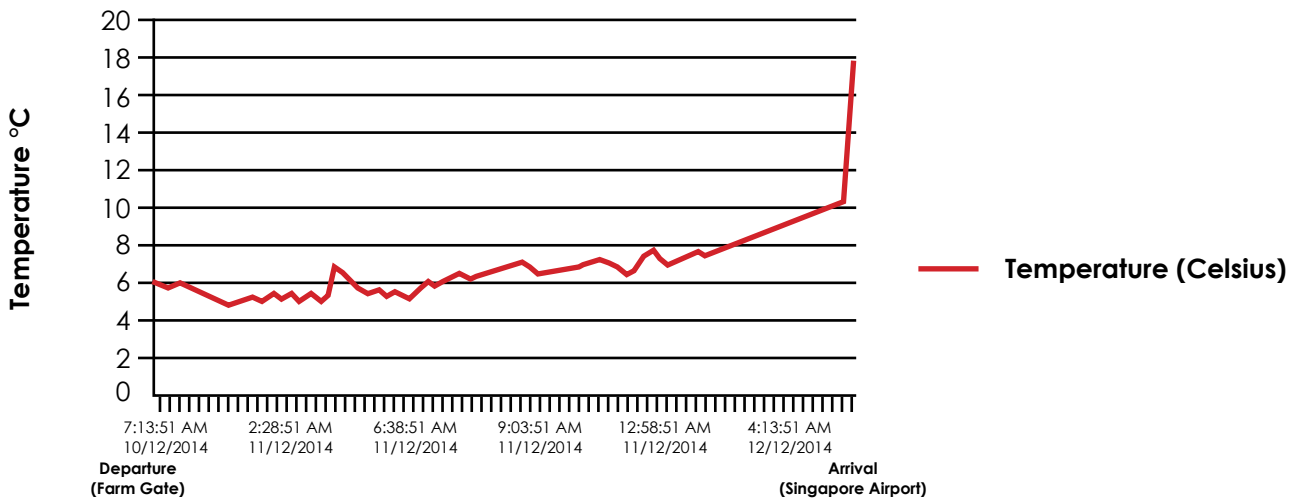
The data below measures temperature throughout the export process.

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



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.

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



Note: This data relates to a shipment of celery from Victoria to Singapore.

Arrival

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

Export readiness resources:



Are you Export Ready?

Some companies start exporting after they receive an enquiry from an overseas customer, but then fail to ensure that ALL parts of their business are export ready. Having export sales does not necessarily mean that the correct foundation for a successful exporting business has been laid. If you are thinking of exporting you can use the following checklist as a tool to see if your business is export ready.



1 Your Motivation

Understanding why you are exporting is important in determining if you are ready to complete the checklist. If you are planning on incorporating exporting as a long term operation, you should continue with the checklist.

- Are you planning an exporting strategy?



Guide to the Export Readiness Checklist



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



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