

Media Release

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Industry welcomes new market access for Australian Plums to Vietnam

The Australian horticulture industry welcomes today's announcement by the Australian and Vietnamese Governments that they have finalised a round of market access negotiations, paving the way for Australian plums to be exported to Vietnam.

This timely new access will provide a much-needed boost to Australian Summerfruit trade, which has been in decline since peaking at \$92 million in 2020/21. Summerfruit growers, like many others in the industry, have been challenged by increasing production costs, adverse and extreme weather, supply-chain disruptions and other issues over the past few years making this good news a welcome relief.

Vietnam has gained access to Australia for its passionfruit as part of the new mutually beneficial market access arrangements, which were jointly announced today.

"This agreement is a testament to the collaborative efforts of both governments and their support for mutually beneficial trade. The newfound market access for Australian plums not only fuels growth for our horticulture industry, but also strengthens the economic ties between Australia and Vietnam," said Claire McClelland, CEO of Australian Fresh Produce Alliance (AFPA).

The AFPA recently led a delegation of its members and industry representatives to Vietnam to engage with the local industry, Vietnamese Government and Australian Government representatives. The delegation was met by great enthusiasm for supporting more two-way trade, and the prospect of more Australian fresh produce, including Australian Blueberries which are also under negotiation.

Industry anticipate that this announcement will only build momentum towards additional commodities being granted access for trade between Vietnam and Australia, as both countries' industries look to exports as an avenue for growth.

In 2022/23, the value of Australian horticultural exports to Vietnam grew by \$26.5 million to \$193.9 million.

"Vietnamese consumers have demonstrated a strong preference for Australian fresh produce, recently becoming our second biggest export market by value. Local producers are increasingly seeing Vietnam as a priority and we hope to be able to share more of our great produce with their consumers", said Ms McClelland.

This announcement follows other recent new market access agreements with Japan, India, and Thailand, which have been the result of strong collaboration between the Australian Government and industry, and the welcome involvement of political leaders in supporting fresh produce trade overseas. New and improved market access remains essential to the local industry's viability and growth, and should remain a priority of the Australian Government.

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About the AFPA - The Australian Fresh Produce Alliance (AFPA) is made up of Australia's key fresh produce growers and suppliers. The AFPA represents half the industry turnover of the Australian fresh produce sector - \$4.5 billion of the \$9.1 billion total; 1,000 plus growers through commercial arrangements and more than 15,000 direct employees through peak harvest, and up to 25,000 in the grower network.