

Media Release

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Market access for Australian apples to China a major win for horticulture sector

The Australian Fresh Produce Alliance (AFPA) has welcomed the announcement of new market access for Australian mainland apples to China. This new access marks another significant step forward in strengthening Australia's horticulture trade and deepening the country's economic relationship with one of its most important trading partners.

"Securing access to China for Australian apples is a significant achievement for the sector and provides an important new opportunity for growers," said AFPA CEO Ms Claire McClelland. "This announcement highlights the value of stable, two-way trade with China and the importance of continuing to strengthen that relationship for the benefit of both countries".

China represents a key growth market for Australian horticulture, with a large and growing consumer base and an increasing demand for high-quality fresh produce. In 2024 alone, Australian fruit and vegetable exports to China were valued at approximately \$380 million, underlining the importance of this market for the sector.

"Trade between Australia and China has delivered strong economic outcomes for both nations. While we understand the importance of diversification, China remains our most valuable market and has the potential to continue growing, especially as other commodities achieve access," said Ms McClelland.

The newly secured access for apples builds on a series of recent positive trade outcomes for Australian horticulture, including improved access for table grapes to Japan and new market access for plums to Vietnam.

Continued growth in exports is vital to the success of Australia's fresh produce industry. Increasing trade supports the long-term viability of the sector, creates jobs, boosts investment, and helps improve domestic competition by stabilising domestic prices and supply. Diversifying and expanding export markets is also key to building a more resilient and competitive horticulture industry.

AFPA has consistently called for the Australian Government to prioritise improved technical market access protocols for fresh produce exports.

"This outcome for apples reflects the impact of strong political and industry collaboration, and we're pleased to see positive momentum on a number of fronts. We now look forward to further progress on other key export commodities" said Ms McClelland.

The AFPA will continue to work closely with government to support trade initiatives that deliver new opportunities for growers and strengthen Australia's position as a world leader in fresh produce.

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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 – \$12 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.