

For fresh fruit and vegetable marketing and distribution in Asia



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Marketing boost for Australian stonefruit



Hort Innovation uses export grant for e-commerce campaign in China and Malaysia

An export grant from the Victorian government has helped fund an e-commerce marketing campaign in China and Malaysia for Australian stonefruit.

Industry body Hort Innovation used the A\$100,000 (US\$77,000) grant provided by the state government to run the campaign in the two key markets between January and March 2021.

Victoria accounts for approximately 80 per cent of Australia's stonefruit exports – worth around A\$100m (US\$77m) annually – and China is the industry's biggest market, with Malaysia one of its top ten.

Matt Brand, chief executive of Hort Innovation, said the grant helped the industry receive a premium price for its fruit.

"This initiative provides a real boost for our horticulture industry by opening opportunities to export more of their premium produce at a premium price point," said Brand.

Martin Pakula, minister for trade of Victoria, said the government wanted to help ensure the industry could still service important markets despite the disruption caused by Covid-19.

"Victoria produces some of the best summer fruit in the world, and we're

making sure that it gets to markets where it can command a top price," said Pakula.

"Our Export Recovery Package is helping exporters find and grow markets and navigate the challenges of global disruption to flights and logistics."

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