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Australian nut industry targets export expansion



New funding for industry body will support market development and highlight Australian quality

The Australian Nut Industry Council (ANIC) has received a A\$550,000 (US\$406,000) grant from the Australian government to implement a trade and market access expansion programme.

Federal minister of agriculture David Littleproud said the grant would put in place a two-pronged strategy to increase the market share for Australian nut growers.

"The project will draw on industry research into high-growth markets for Aussie nuts including the UK and India," said Littleproud.

"The Australian Nut Industry Council will use the information to look at market research, including consumer behaviour, supply chains and currency risk."

The grant is also set to help the industry to make the most out of the work it has been doing to grow the best product, according to Littleproud.

"The funding will also look to take advantage of our international reputation for safe, quality and sustainably produced agricultural goods," Littleproud explained.

"This will include climate change adaptation, biosecurity, water use, soil and product traceability."

ANIC executive officer Cathy Beaton said the grant was a chance to validate the industry's reputation both overseas in the evolving marketplace expectations.

"In order to sustain a larger export industry, we need to have new and innovative techniques at home. One of the best things we can do is develop an on-farm measurement and reporting framework and improve whole-of-industry reporting," said Beaton.

"We know that Australian products are of excellent quality. We know that Australian farmers have sustainable

processes. What this will do is provide iron-clad evidence to reassure the consumer."

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