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## Thai delegation visits Victoria

Key Australian export sectors showcase their wares to Thai retailers and importers



**P**ipfruit growers and exporters in Australia's Goulburn Valley hope to boost trade into the Thai market this year, having hosted delegation of key retailers and importers in late February.

Peak industry body Apple and Pear Australia (APAL) took the opportunity to provide the Thai delegates with an overview of the

national crop and an insight into the Australian domestic market during a presentation at the Victorian Government's Horticulture Centre of Excellence in Tatura. The delegates were invited to adopt some of the key marketing ideas in order to grow the apple and pear markets in their respective stores.

Coordinated by the Victorian

Government and Austrade Thailand, the delegation visited orchards and packing facilities in Shepparton, Swan Hill, Robinvale and Mildura, providing members with a first hand insight into a number of fresh produce sectors.

Delegates included representatives from Central Food Retail, Global Trade & Distribution, Super Fresh Import Export and Tesco Thailand.