



By Gabrielle Easter

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## SA Produce Markets inks MoU in Singapore

The South Australia Produce Market's export arm moves to establish JV in Singapore to boost exports Asia.

The South Australia Produce Market's export arm, Australia Produce Collective (APC), has signed a Memorandum of Understanding (MoU) with its Singapore partner IM Holdings.

The MoU is the first step towards establishing a JV company, to be headquartered in Singapore, to boost the state's exports to China, Singapore, Malaysia, Vietnam and Myanmar. The next step will be a dedicated APC centre to consolidate and distribute fresh produce from South Australia to markets across Asia.

"With the growing demand

for premium fresh Australian produce, the Singapore-based Australian Produce Distribution Centre will deliver better service and better availability for more customers throughout the Asean region," said APC chief executive Craig Katz.

"It is a key part of our strategy to prepare our supply chain for the future. This is the next chapter for APC, with the foundations being laid earlier in the year for distribution of fresh produce into the Middle Eastern marketplace."

The MoU was signed in Singapore during a trade mission led by South Australia minister for agriculture, food and fisheries, Leon Bignell.



The MoU between South Australian Produce Market's Australia Produce Collective was signed in Singapore with IM Holdings

"South Australia's horticulture industry has a A\$3bn farm-gate value and we have the largest area under protective cropping in Australia. Our state is continually increasing its capacity in intensive horticulture and fresh food production," Bignell said. "Business missions like this one to South East Asia play an important role in deepening our understanding of what opportunities exist and how we can best pursue them."

"Regular missions to the region will raise the state's profile, help businesses gain new markets, strengthen the knowledge base and generate new investment and employment opportunities."