

PATHS TO MARKET FOR HORTICULTURE EXPORTS

Overview of options for Australian producers

Most businesses take one of these paths to market, or a combination. Consider which option is the best fit for your business, your products, and your capacity to take on responsibilities and risks.

STEPS IN THE EXPORT PATHWAY

- 1. PREMISES** must meet export requirements Register:*
 - production site
 - packing shed
 - treatment facilities
 - export facilities

*depending on the protocol requirements
- 2. PRODUCT** must meet market-specific protocol requirements including:
 - inspection
 - treatment, certification
 - labelling
 - packaging
- 3. SECURING FTA BENEFITS** where relevant, including tariff reductions claimed by the importer
- 4. FINDING CUSTOMERS/ IMPORTERS** in market Understanding market dynamics and marketplace competition
- 5. MAINTAINING CUSTOMER/ IMPORTER RELATIONSHIPS** (including international travel)
- 6. RESPONSIBILITY FOR BRAND/MARKETING MATERIAL** including point-of-sale material, media and PR activities.
- 7. MANAGING FOREIGN CURRENCY TRANSACTIONS AND RISK**
- 8. RESPONSIBILITY FOR LOGISTICS SUPPLY CHAIN** including preparation, freight movement and associated documentation (both domestically and in-market) - check INCO-terms for more information
- 9. ABILITY TO MEET REQUIRED VOLUME, QUALITY STANDARDS AND PRODUCT RANGE REQUIREMENTS** throughout the season/year

