

# Australia

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The United States and Australia have a very strong trade relationship. In fiscal year 2014, U.S. exports of agricultural and related products to Australia reached \$1.5 billion, while U.S. imports from Australia totaled \$3.3 billion. Top U.S. agricultural exports include pork, dairy, prepared foods, and fresh fruit.

## Free Trade Agreement

The United States has had a free trade agreement with Australia since 2005. Australia is generally active in international trading fora and strongly supports greater U.S. economic engagement in the Asia-Pacific region, making it a key strategic ally. However, Australia has a stringent quarantine regime that restricts or bans the import of many agricultural products. Australia is participating in the Trans-Pacific Partnership (TPP) negotiations, offering further opportunities to break down trade barriers and expand market access for U.S. food and agricultural products.

## Why Australia is steadily increasing its imports:

- The changing population mix in a multicultural society, whereby people desire foods typical of their native cultures;
- The increasing variety of quality, low cost foods available from developing countries;
- The inability of domestic food producers to satisfy local demand;
- Australian consumer tastes are changing - people are prepared to experiment with new foods and cuisines.



## Market Trends

Current trends in Australia's market are as follows: positive nutrition (The drive to make food and beverages healthier continues to gain momentum) and healthy indulgence (Australians aren't really interested in strict diet plans but there is a huge spike in people trying to control their portion sizes).

In 2014, Nebraska exported over **\$40,000,000** worth of meat and edible meat offal.

Total exports equaled over \$46,000,000.

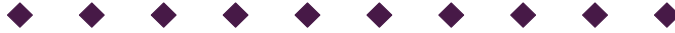
Nebraska's 7th largest exporter is Australia.

Demand for **healthy food** is being boosted by demographic shifts. An aging population and rising birth rates have both had a positive impact on the development of the health and wellness market since 2005.

## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



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