

Food & Beverage August 2013

Nebraska Agricultural Trade Office staff have been working on obtaining contacts and developing relationships with

businesses and breeders in Australia for many years. Australians embrace American culture, and U.S. products are well accepted and have an excellent image in Australia. Because of this, Nebraska food companies are provided many opportunities in the Australian market.

In 2012, Nebraska agricultural commodity exports to Australia totaled over \$56 million. Australia is the world's 13th largest economy and is continuing to grow which indicates potential for Nebraska exports as the purchasing power of Australians increase.

AUSTRALIAN FOOD & BEVERAGE INDUSTRY

Australians are well-educated and affluent customers who are willing to try new products. U.S. producers should consider marketing their products to Australia because the U.S./Australia Free Trade Agreement has reduced tariffs on imported foods to zero. As long as U.S. companies can meet the Australian regulations on strict food standards and labeling requirements, they will prosper in Australia. Nebraska companies produce products that can thrive in the Australian marketplace.

The following products are in high demand in Australia:

Organic products	Healthy products
Natural products	Iced tea
Rice & grain cakes	Energy drinks
Still water	Mexican foods
International foods & ingredients	Gluten free
Consumer-processed foods & beverages	Sauces/Marinades
Spices	
Roast pure coffee	



Here are tips for exporting to Australia:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Agents and distributors are key components when exporting consumer-ready foods to Australia. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers. Fine Food Australia is a trade show held yearly that allows U.S. food companies to meet potential buyers in Australia.

KNOW THE EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

Australia has strict label requirements for imported products. You may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:
Stan Garbacz
Agricultural Trade Representative
Nebraska Department of Agriculture
(402) 471-2341
stan.garbacz@nebraska.gov

