



MEDIA RELEASE

14 November 2023

China market access for Aussie avos is closer with MOU signing

On Friday 10 November in Beijing at the Park Hyatt, Mr Brad Rodgers, Avocados Australia's Chair, and Mr Wang Xin, the China Entry-Exit Inspection and Quarantine Association's President, signed a Memorandum of Understanding (MOU) that aimed to build capabilities toward technical market access. This MOU signing ceremony was an important forward step toward market access and was witnessed by Premier and Minister for the Olympic and Paralympic Games, the Honourable Anastacia Palaszczuk MP.

Avocados Australia, the industry's peak industry body, has made it a priority to increase Australian avocado exports and Avocados Australia's CEO believes it was an important milestone.

"Avocados Australia respects and values our relationships with our important Chinese stakeholders. This ceremony is an important next step in our market access journey," said Mr John Tyas, Avocados Australia's CEO.

"I would like to thank Mr Wang Xin for taking part in the signing as we were able to come together and be open about the possibilities of working toward market access for Australian Avocados."

Queensland is Australia's largest avocado producing State or Territory so it was fitting that the Honourable Anastacia Palaszczuk MP was able to attend in person.

"I wish to thank the Honourable Anastacia Palaszczuk MP, Premier and Minister for the Olympic and Paralympic Games, for being able to attend the MOU signing."

The China Entry-Exit Inspection and Quarantine Association (CIQA) is a not-for-profit organisation focused on the import and export inspection and quarantine sector. They assist with overcoming technical barriers to trade agreements and other technical market access issues.

The MOU brings with it the ability to share market intelligence, the ability to develop frameworks for required R&D that channels into overcoming market access barriers and facilitating information sharing between China's regulatory market access bodies and Avocados Australia.

A number of Chinese importers have already expressed interest in Australian Avocados and the Australian avocado industry are known for being reliable suppliers of quality avocados. However, technical market access is a critical step and avocados are in line behind a number of other commodities in the negotiations.

Australian production is forecast to increase strongly over the next few years to around 170,000 tonnes per annum expected to be produced by 2026.¹ So the Australian avocado industry can provide a reliable supply of fresh avocados to overseas markets.

"I would like to thank all of the key stakeholders who have brought us to this point in our market access journey," said John Tyas.



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“My thanks go to the Minister for Agricultural Industry Development and Fisheries and Minister for Rural Communities, the Honourable Mark Furner MP, the Director-General of the Department of the Premier and Cabinet, Rachel Hunter, and the Trade and Investment Queensland CEO, Justin McGowan.”

“Our thanks also go to Austrade, Iannis Patin the Trade and Investment Commissioner in Beijing, Trade and Investment Queensland, Rhett Miller the Senior Trade and Investment Commissioner and Angela Shi the Deputy Commissioner in China, the Department of Agriculture, Fisheries and Forestry, in particular Leah Cuttriss the Agriculture Counsellor, the Australian Chamber of Commerce China, in particular Vaughn Barber the Chairman and Rex Chen the CEO, Queensland Fruit & Vegetable Growers, in particular, Rachel Chambers the CEO, and Department of Primary Industries and Regional Development, specifically Nathalie Brooks the Trade Manager.”

Avocados Australia would like to also acknowledge the support provided by the *Avocado market access and trade development* (AV20004) project. This project has been funded by Hort Innovation, using the Avocado research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

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¹ *Source: Infocado see [Avocados Australia Facts at a Glance 2022-23](#)*

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About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia is a not-for-profit member-based organisation and our members include avocado growers, associated businesses and industry people. Avocados Australia’s purpose is to support Australian growers to become world leading sustainable producers.