



Australian Government
Australian Trade and Investment Commission

Tasmanian Cherries to Taiwan

Ask a question
[slido.com](https://www.slido.com)
#Cherries3

Phillip Georgios

Facilitator

Senior Global Engagement Manager

Australian Trade & Investment Commission

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#Cherries3

Agribusiness Expansion Initiative



Boots on the ground to work with you in multiple markets



Events and activities specifically for the agri-food sector



Comprehensive sector/market info online 24/7, self serve



Suite of services to help clients expand and diversify

Working with peak bodies and government agencies on agreed priorities and for seamless service

An aerial photograph of Taipei, Taiwan, at dusk. The Taipei 101 skyscraper is the central focus, illuminated against a darkening sky with scattered clouds. The city's lights are visible in the foreground and background.

Brent Moore

Senior Trade and Investment Commissioner

Taiwan

Australian Trade & Investment Commission

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Market Overview



Covid-19



Economy



Population



**Trade
Relationship**

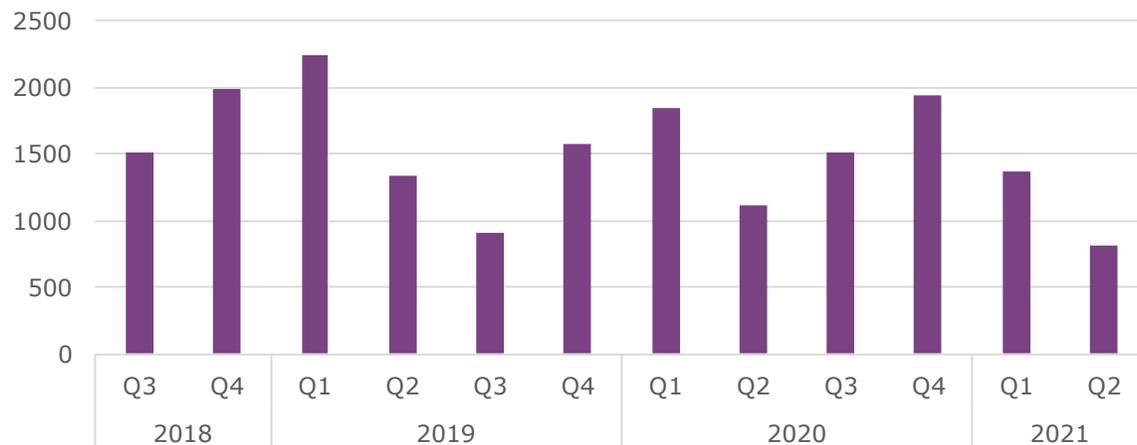


Trends

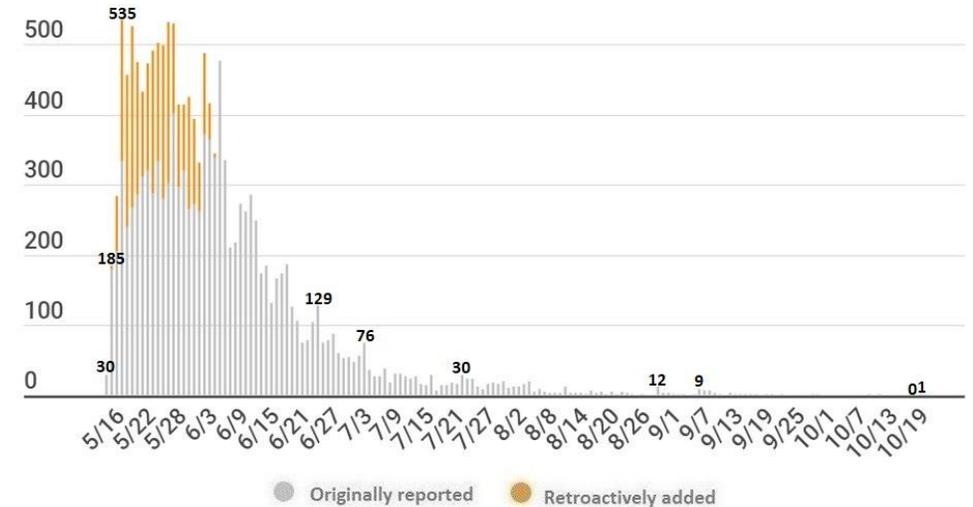
Population, COVID-19 and Transport

- 65% of population have had one dose
- 24% have double vaccination
- International business travel not likely until Q2 2022

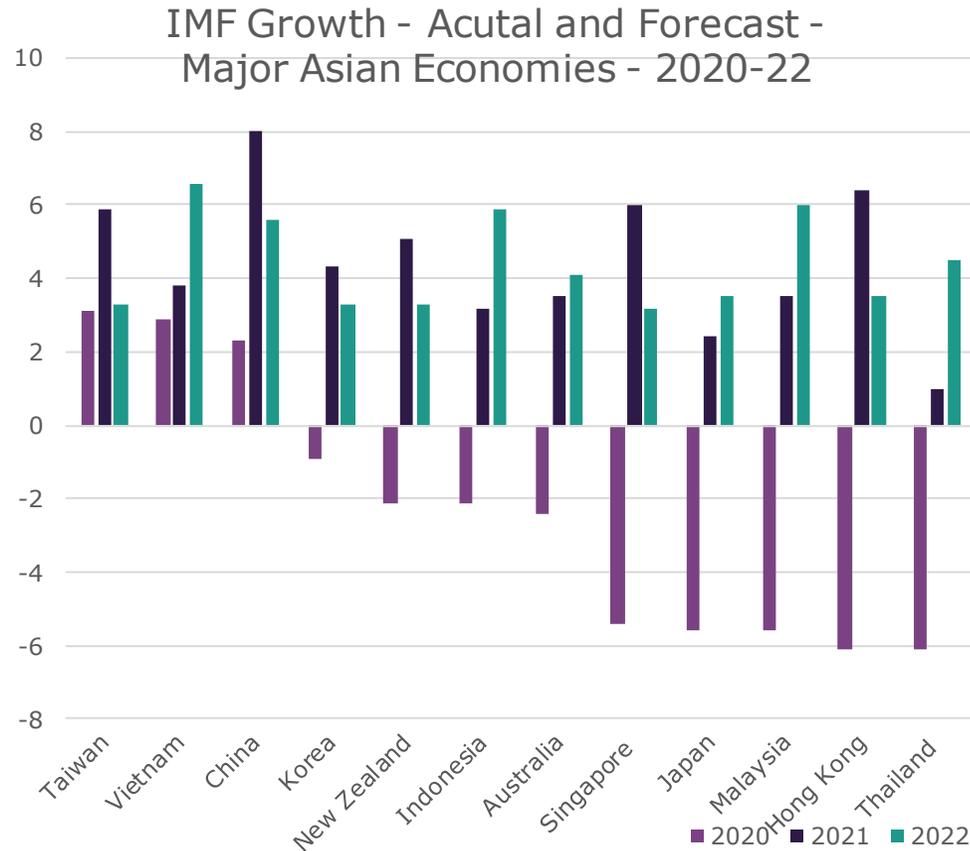
Airfreight Tonnage - Australia to Taiwan - Food and Beverage



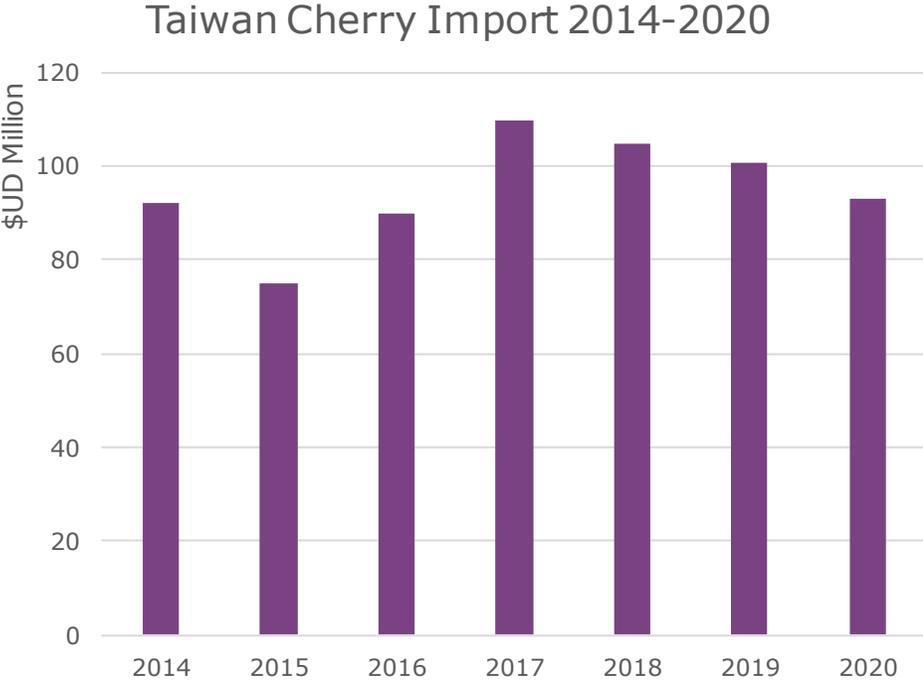
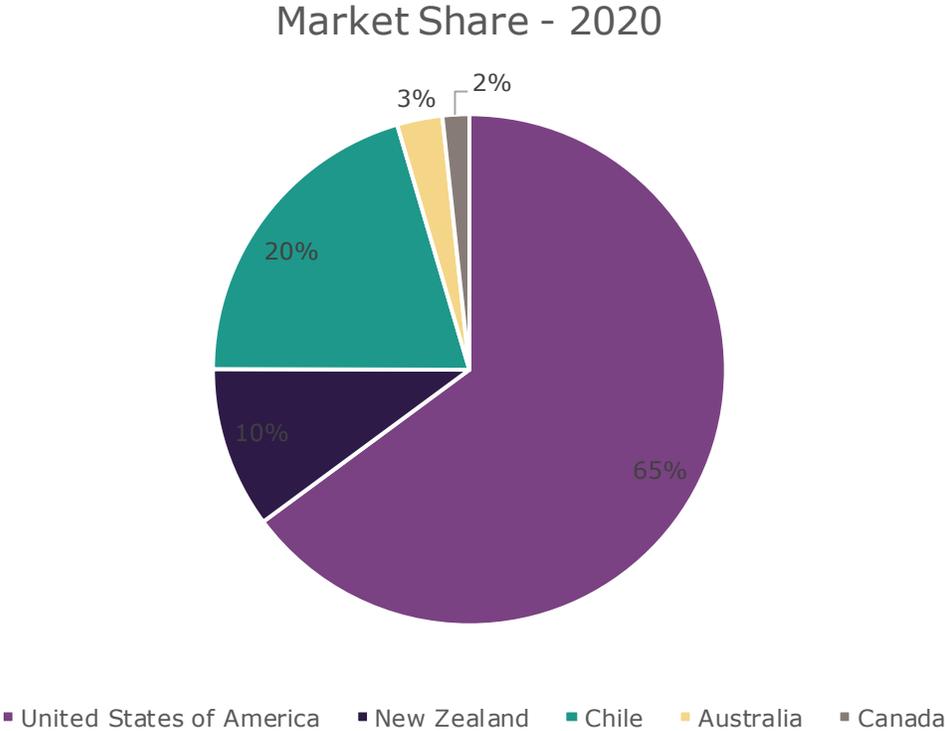
Domestic COVID-19 cases since mid-May



Consumer Economy



Market Size and Share



Comparative Prices and Volumes

Imported Quantity - Tonnes 2020

1	China	210394
2	Hong Kong, China	146163
3	Russian Federation	86528
4	Germany	50016
5	Canada	25412
6	Austria	18803
7	Korea, Republic of	14215
8	United Kingdom	12936
9	United States of America	10012
10	Taiwan	9785
11	Japan	4262

Average import price \$USD/KG - 2020

1	Japan	10.593
2	Korea, Republic of	9.901
3	Taiwan	9.525
4	United States of America	7.819
5	China	7.812
6	Hong Kong, China	5.9
7	Canada	5.851
8	Austria	4.012
9	Germany	3.735
10	United Kingdom	3.611
11	Russian Federation	1.745

Cherry Sector update - Imported Season

	Nov - 20	Dec - 20	Jan - 21	Feb - 21	Mar - 21	Apr - 21	May - 21	Jun - 21	Jul - 21	Aug - 21	Sept - 21	Oct - 21	Nov - 21	Dec - 21
USA														
Australia														
Chile														
New Zealand														

Main supply season

Cherry Market Trends

Consumer demands

- The bigger the better
- The sweet, juicy and crispy
- Nice gift wrapping and packaging expected
- Strong spend this Chinese New Year



Distribution channels

- Wholesale markets
- Speciality fruit stores
- Modern retail
- E-commerce, distributors offer home delivery or pick up.

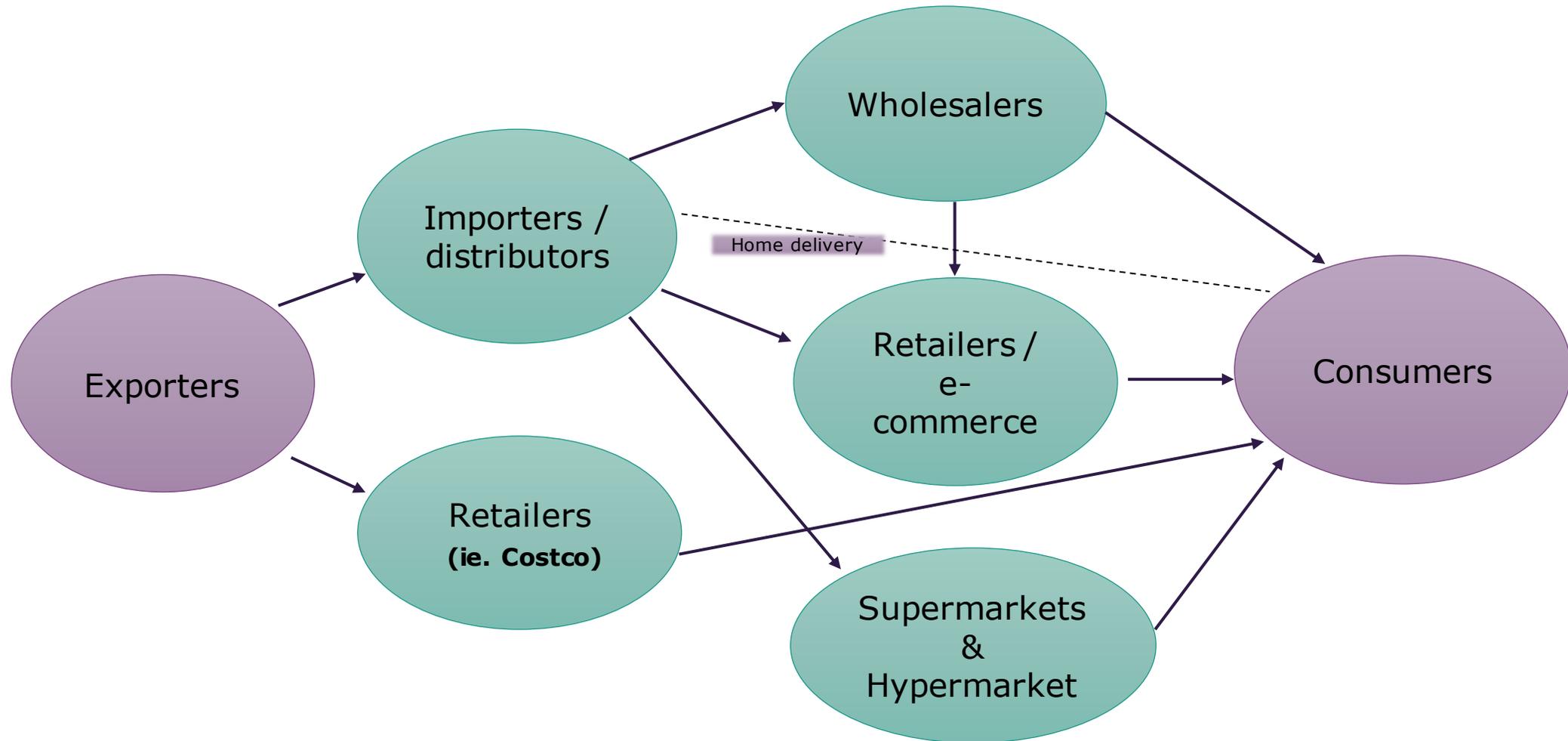
Considerations (adjust if needed)

- M-shaped market - price sensitive but willing to pay high premium for 'the best'
- Brands /country origin awareness – Tasmania < New Zealand

Imported price per KG - \$USD

United States of America	8.302
New Zealand	18.41
Chile	8.172
Australia	15.379
Canada	9.406

Cherry Sector update - Taiwan Distribution channels



Food Retail Channels

HYPERMARKETS



SUPERMARKETS



GOURMET SUPERMARKETS



CONVENIENCE STORES



Cherry Sector update – Challenges vs Opportunities

Challenges

- Short export window and supply season overlap with New Zealand
- Unstable supply
- Quality control issues
- Prices not competitive – New Zealand ECA

Opportunities

- Good Reputation of Tasmania – clean and green environment
- Good export timing – peak export around January to February, Chinese New year and gift-away season
-

Cherry Sector Update - To Remember

Top 3 takeaways

- 1 Building brand awareness
- 2 Long term business commitment
- 3 Keep business counterpart inform

Drivers of success

- 1 Quality - freshness, sweet, crispy and size is matter
- 2 Nice package with right colours
- 3 Build-up consumers' confidence

Taiwanese Importer Interview

Johnny Geeng

General Manager – Royal Island Co. Ltd.

In conversation with

Brent Moore

Senior Trade and Investment Commissioner
Taiwan

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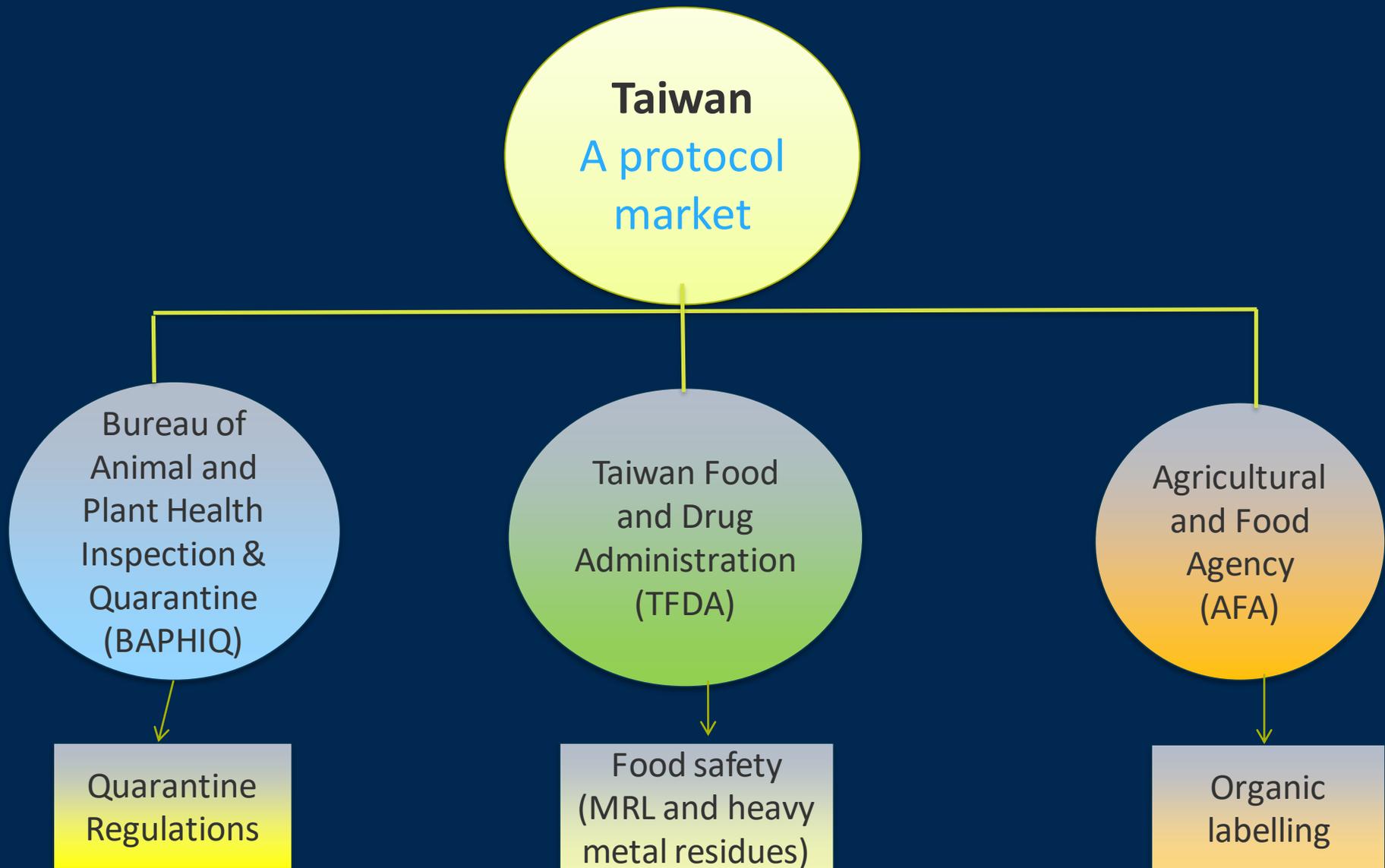
Rebecca Liu

Senior Research Officer (Agriculture)

Department of Agriculture, Water and the
Environment

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Market Access Overview



Cherry trade in the 2021/22 season



Meeting Taiwan's requirements

- Registration numbers and labelling
- Packing materials and container seals
- Biosecurity status



COVID impacts

- Interim arrangements - original phyto certs delayed
- Re-issued phyto certificates – eg freight changes



Key takeaways

- ✓ **Do your homework**
- ✓ **Work closely with an experienced importer**
- ✓ **Keep up the good work in building Australia's credentials for premium Tassie cherries in Taiwan**



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Q&A

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What's Next?

Reach out to your Tradestart or Global Engagement Manager

New to Austrade? Get in touch to see how we can help and ask specific questions about grants, programs and services

- 13 28 78

Try the *Guide to Exporting* tool to identify, understand and prioritise markets

- export.business.gov.au

Read more about the \$72m Agribusiness Expansion Initiative

- agriculture.gov.au
- austrade.gov.au

Keep informed about the latest agribusiness news

- austrade.gov.au/news/newsletters



Thank you for attending



Sorry if we didn't answer your specific question



We'll follow up on outstanding issues



Please complete the survey that will be emailed to you – helps us develop what you need



Recording available – we'll send out a link