

SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project.

Grantee name	Fruit Growers Tasmania Inc.
Project title	Tasmanian Horticulture Export Hub
Project number	SMEXBII000003
Project period	15 May 2020 – 31 December 2022

1. Public description

From business.gov.au – CSM to complete prior to sending to grantee

Fruit Growers Tasmania Inc will establish a horticulture Export hub for Tasmania. This multi-sector hub will provide export support services and foster collaboration between SME producers of fruit, vegetables, nuts, salad greens and other horticultural products, and build upon the strengths of the Tasmanian brand. In addition, it will operate as a receiving and meeting area for inbound trade delegations and buyer meetings, showcasing strong export culture and commitment to quality of Tasmanian horticulture.

2. Proposed activities

a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Tasmanian Horticulture Trade Hub Strategy	To develop a strategy which underpins the hubs activities and articulates purpose, outcomes and KPI's for project.	08/06/20	completed
Website design and development	Consultant agreement in place for the establishment of the stand-alone Tasmanian Horticulture Trade Hub website.	28/06/20	completed
Guided pathway	Develop an online easy to navigate pathway for growers to understand exporting.	10/08/20	completed
Case studies	Prepare case studies of successful exporters.	1/09/20	completed

Activity title	Activity overview	Start date:	End date:
Export readiness workshops	Deliver targeted workshops and materials - export readiness, regulations, marketing & branding, ecommerce, cyber security, food safety, QA, risk management, etc.	1/10/20	completed
Market trends	Workshops and videos on global market trends in fresh produce.	1/9/20	completed
Key market reports	Provide timely market intelligence on key markets.	1/9/20	completed
Market insight tours	Market insight activities to accompany trade show events.	tbc	Was not undertaken due to COVID
Export compliance support	Updates and support with export compliance requirements.	1/05/20	completed
Showcase horticulture	Create an online showcase of Tasmanian horticulture – images and content. Dependent on the seasonality of produce.	10/09/20	completed
Testimonials	Prepare testimonials from buyers regarding quality of Tasmanian produce	10/09/20	completed
Tasmanian stories of exporters	Prepare stories of Tasmanian exporters and unique advantages of Tasmania's pest and disease-free status.	10/09/20	As part of Tasmanian Grown showcase
Trade missions and trade shows	In collaboration with strategic partners, participate in relevant trade missions and tradeshows. Asia Fruit Logistica Nov 2022	tbc	completed
Digital promotions	Work with Austrade to deliver in market promotion activities.	1/11/20	Taiwan campaigns 2021/22 and 2022/23
Register of buyers	Develop an online register to link Tasmanian exporters and buyers.	1/10/20	Completed and ongoing

- a. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

The Tasmanian Horticulture Trade Hub will support the strategic objectives of Food Innovation Australia Pty Ltd in sharing knowledge, building businesses capability and creating connections.

The Tasmanian Horticulture Trade Hub aims to support the key activity areas of FIAL:

Sharing Knowledge

By creating opportunities for Tasmanian growers to share information through provision of case studies on successful exporters, creating linkages to other like-minded producers and supply chain members, and regular market intelligence updates on key fresh produce markets and consumer trends in those markets. In addition, supporting exporters with information on issues impacting their business decision making such as regulatory changes, freight issues and market requirements.

Building Capabilities

By developing a digitally based guided pathway to export readiness which will focus on the critical success factors in becoming a sustainably profitable exporter. Importantly this pathway will link to trade information and support activities of organisations such as Austrade and FIAL. The content will also address the challenges growers may have in meeting phytosanitary requirements, maintaining quality standards, freight and logistics and addressing product perishability issues.

Creating connections

By promoting the breadth of Tasmanian horticultural produce to new and existing buyers on a digital platform and create opportunities for producers to engage with their existing customers, establish new relationships and diversify their customer base. This will be further supported by participation in trade events and inward buyer events as market activities begin to resume.

3. Key performance indicators

- a. Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

Increase by 20 percent the number of horticulture SMEs export ready

- Responding to trade enquires

Increase by 20 percent the productivity and export capacity of horticulture SMEs

Currently supporting Tasmanian fruit exporters through:

- Coordinating orchard export registrations
- Business enquiries around market requirements
- Communicating with growers regarding compliance and freight issues
- Facilitating verification visits by importing countries.

Commercial risk reduction by undertaking market research and regular market intelligence reports

Providing market research reports and workshops on:

- Tasmanian Fresh Produce Exports
- Global retail trends for fresh produce and COVID
- Global Cherry Export Trends
- Global Apple Export Trends
- Global Onion and Carrot Export Trends
- Periodic domestic market updates

Guided Pathway to successful trade

Increase international awareness of horticulture in Tasmania

- Articles in Fresh Plaza and Fruit Net
- Presence at Asia Fruit Logistica 2022

Advancing the Tasmanian brand increasing market awareness, presence and value

- Marketing campaigns in Taiwan
- Tasmanian Grown – Digital Showcase

Demonstrate hubs impact for the industry

- Case studies and guided pathway

b. Participant statistics

	2019-20	2020-21	2021- Mar 23
Current number of participants:	-	-	25
Number of participants currently exporting:	-	-	4
Average employees (FTE)* of participants:	-	-	tbc

*FTE denotes Full-time equivalent

Note: once the Tasmanian Horticulture Trade website is established, we will be in a position to record participants.