

## SA GROWER

# International event shows potential for Aust exports

## POTATOES SA

BY ROBBIE DAVIS, CEO

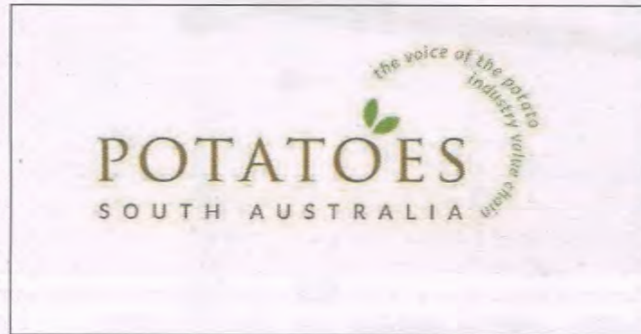
LAST month I attended the specialised annual global trade show, AsiaFruit Logistica in Hong Kong, thanks to the state government's Export Partnership Program grant.

This was the 21st annual event, bringing together thousands of delegates and trade exhibitors from 45 different countries to 30 national pavilions at Hong Kong's AsiaWorld-Expo.

The trade show was preceded by the AsiaFruit Congress, which featured macro trends in production, marketing and trade and a session exploring Asia's changing trading environment with speakers including economists and commercial bankers from ANZ Banking Group and HSBC.

There was also a big focus on vertical farms, IP protection, blockchain-based traceable vegetables and the modernisation of production in mainland China.

There is clear 'consump-



tion upgrade' or growing demand for higher quality, higher value products and services with full traceability.

It appears agriculture is the last frontier of the economy for modernisation.

The AsiaFruit Business Forum offered practical ideas and solutions for better fresh produce marketing and business management.

It was satisfying to see most Australian companies exhibiting together in the Taste Australia Pavilion, including Ausveg, Horticulture Innovation Australia and the government.

The potato industry was well represented with individual companies exhibiting and personnel visiting, in-

cluding Thomas Foods International Fresh Produce and Zerella Fresh.

There is a need for sector representation and all in-country representatives reacted very favourably to my being there.

The value-add and niche sectors require development for ongoing or new export destinations.

I was urged to consider attending Food and Hotel Asia in Singapore in March 2020 with industry and an Australian chef to demonstrate the versatility, sophistication and nutrition of potatoes. Cooking programs in both Hong Kong and Taipei featuring potatoes were also discussed.

Regarding China, there are unprecedented trading and production opportunities to be realised, particularly with the development of the Greater Bay Area project, which will provide infrastructure for more than 70 million people.

But, there are no import protocols in place for potatoes at this point.

I also spent time in Hong Kong supermarkets including the Great Food Hall, ParknShop Admiralty, City'super, YATA and Market Place by Jason's.

The Watson's Group owns the dominant supermarkets in Hong Kong and there is huge growth in premium exclusive imported product especially from Australia, Canada, New Zealand, the United Kingdom, United States, Taiwan, and Korea.

There is no doubt that niche consumer-targeted markets will continue to require premium product, particularly from Australia.

We need to build on our reputation and clearly be more savvy in our offerings.



Award-winning wineries will represent SA in the Great Wine Capitals competition.

## Wineries honoured for tourism efforts

SEVEN SA wineries have been recognised for their innovative approaches in the South Australian Best of Wine Tourism Awards.

Primary Industries and Regional Development Minister Tim Whetstone said winners chosen across seven categories were selected from the 22 finalists.

"The winners all offered a genuine, authentic wine tourism experience which leaves visitors engaged and excited about SA's wine regions," he said. "Wine tourism is a huge drawcard to SA with 37 per cent of international visitors heading to a winery during their stay."

The winners included Barossa wineries Lanzerac Country Estate for accommodation, and Yalumba

Family Winemakers for wine tourism services.

McLaren Vale's d'Arenberg won for innovative wine tourism experience, Gemtree Wines for sustainable wine tourism practices and Maxwell Wines for wine tourism restaurants.

Langhorne Creek's Kimbolton Wines won for architecture and landscape while Bird in Hand in the Adelaide Hills won for art and culture.

The winners will compete in their respective categories against nine other Great Wine Capitals at the international awards as part of the Great Wine Capitals annual general meeting in Bordeaux, France, in November.

Need to know more? [adelaidegreatwinecapital.com.au/awards](http://adelaidegreatwinecapital.com.au/awards)