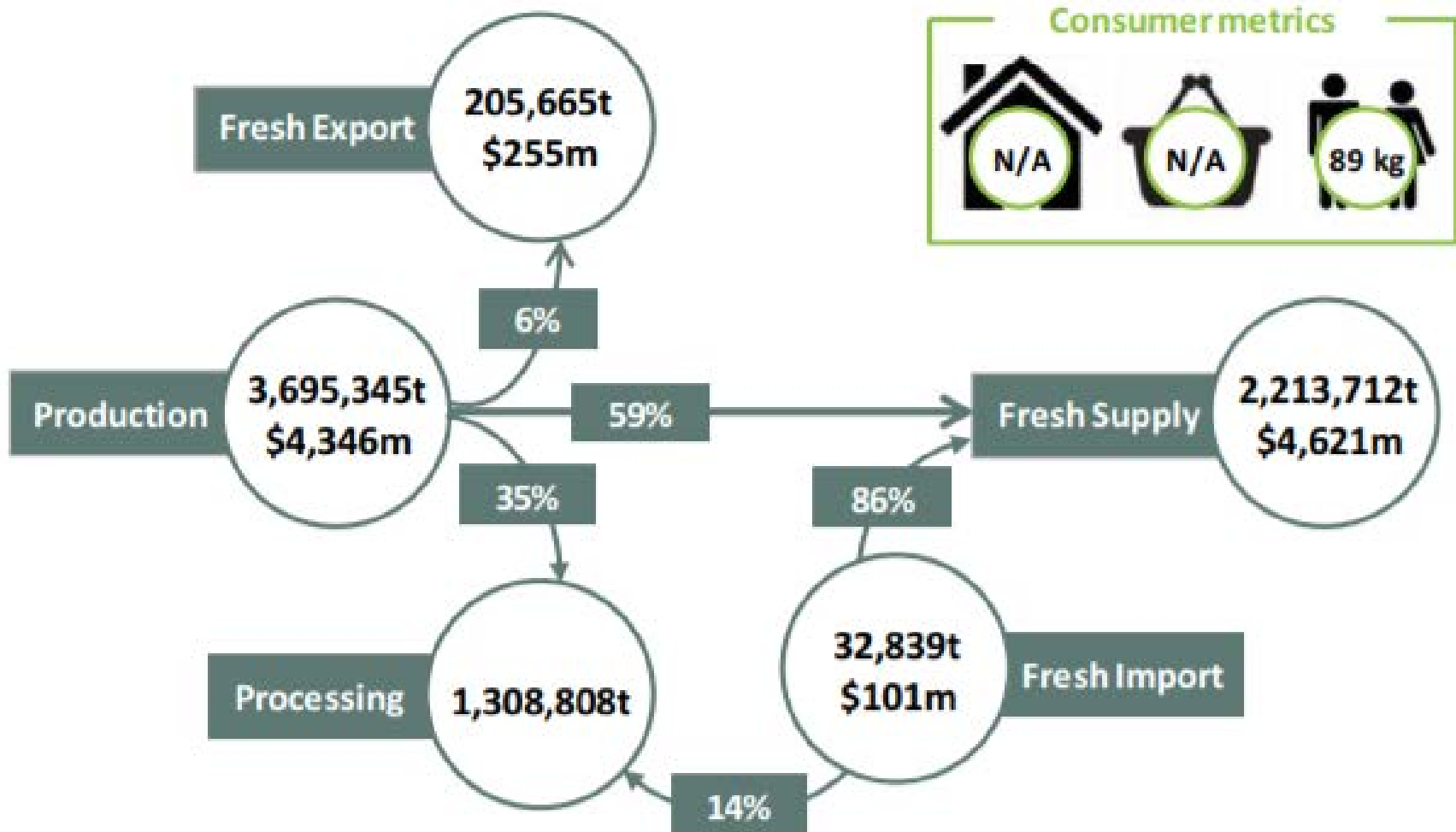


Multi-modal extension creates real vegetable exports and an improved understanding for growers of free trade agreements



Clinton McGrath – Senior
Extension Officer, DAF
Bron Ford – Senior
Agribusiness Officer - DAF

All Fresh Vegetables Supply Chain—Year Ending June 2018




Sources: ABS; AC; AUSVEG; CFVIWA; GTA; MP & DD (Freshlogic Analysis)



THE CLIMATE ZONES

KEY

-  Tropical
-  Subtropical
-  Arid/Semi-Arid
-  Warm Temperate
-  Cold Temperate





Positive Change of increasing exports of Australian vegetables



Accurate and relevant
evidence/science/facts/
data



Korea-Australia Free Trade Agreement

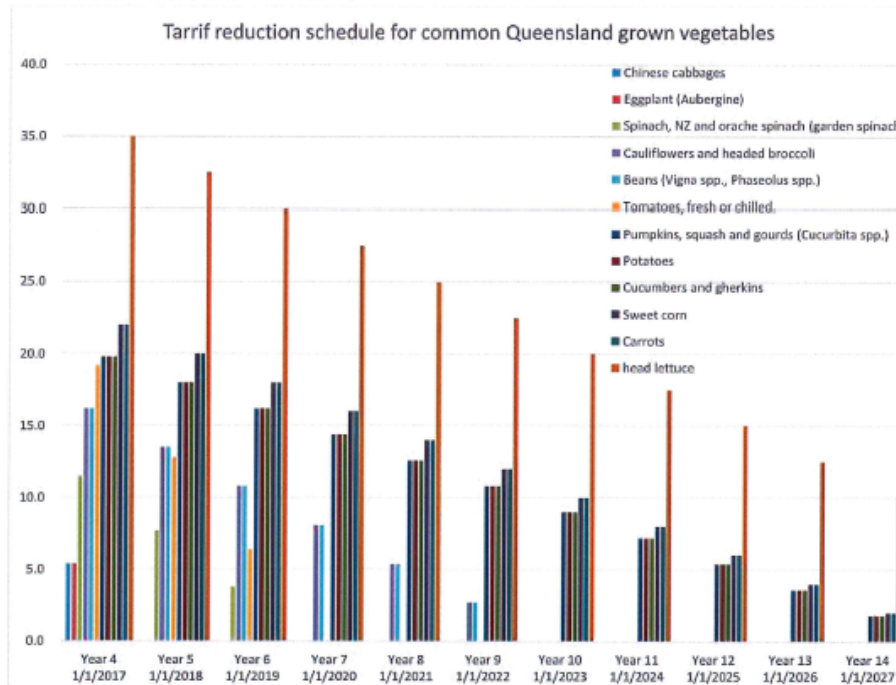


What does "KAFTA" mean for



South Korea has a population of 50.7 million and is now Asia's fifth largest economy and one of the world's 15 largest economies. South Korea is known for its population density, which is more than 10 times the global average and imports more than 70% of its food and agricultural products. Currently, 1% of vegetable imports into South Korea come from Australia (UN Comtrade Database, 2015) and consumer tastes and demand for luxury and high-quality food products are increasing.

The Korea-Australia Free Trade Agreement (KAFTA) reduces trade and investment barriers, making it easier for Australians to do business with Korea – our 4th largest trading partner. The Agreement, which started in December 2014, helps level the playing field for Australian exporters competing with those from the US, the EU, Chile and the Association of South East Asian Nations (ASEAN), who benefit from existing trade deals with Korea.







Experiential Learning



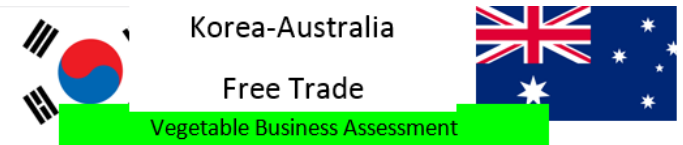
Korea Australia Free Trade Agreement KAFTA





Contextualisation of business and individual training





Business Details
 Business Name: Rugby Farms Business Address: Hoods Rd, Gatton
 Name of person completing form: Matt Hood Position in Business: Manager/ Director

Tick boxes for crops that you grow:

Lettuce 0705110000		X	Pumpkin 0709930000		Broccoli 0704100000		X
Carrots 0706101000			Cauliflower 0704100000		X	Corn 	X
Onion 0703101000			Spinach 0709700000			Chinese Cabbage 0704902000	X
Beans 0708200000		X	Kale 0704909000			Capsicum 0709601000	
Chillies 0709601000			Cucumbers 0707000000			Sweet Potato 0712902080	
Eggplant 0709300000			Tomatoes 0702000000			Zucchini 0709930000	
Potato 0701900000			Celery 0709400000			Brussel sprouts 0704200000	

Are there other vegetable or herb crops that you grow?

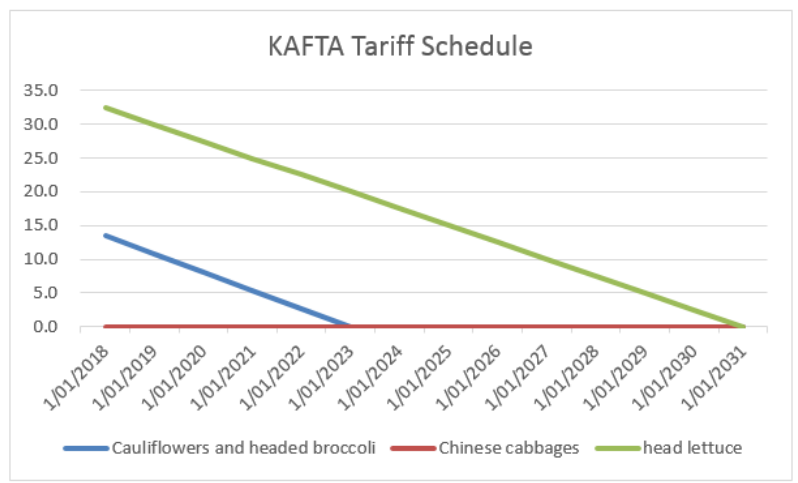
Business Analysis

Current Market Access

Under current access arrangements, your business has the opportunity to export the following crops to South Korea:

- Lettuce
- Broccoli
- Cauliflower
- Wombok (Chinese cabbage)

Personalised tariff reduction graph depending on crops grown and access

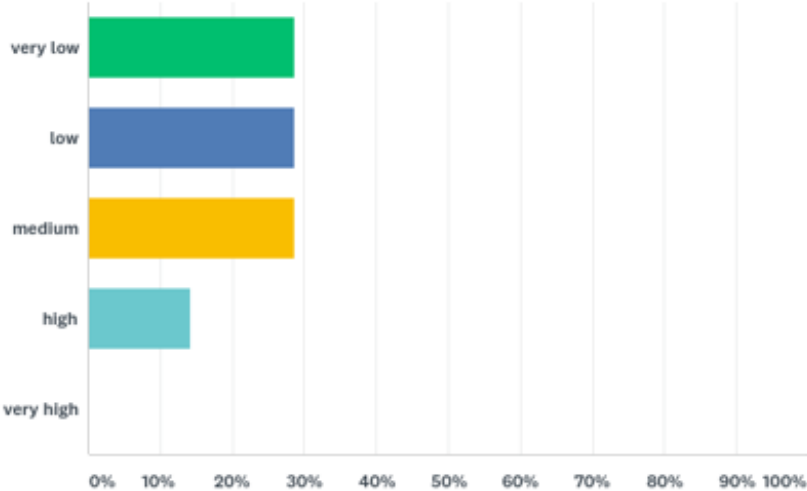


Opportunities and Actions

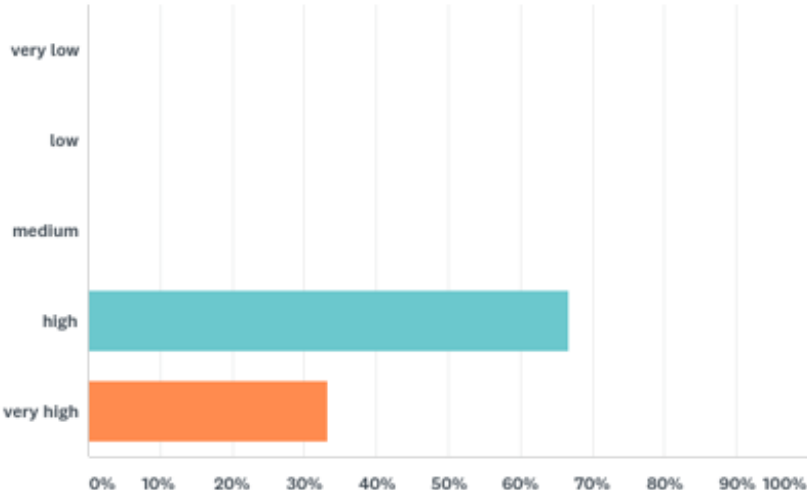
1. Broccoli and cauliflower both have a tariff of 13.5% in 2018 reducing to 0% in 2023

Strong monitoring and evaluation

Q1 Describe your understanding of the Korea-Australia Free Trade Agreement (KAFTA) prior to going to South Korea.



Q2 Describe your understanding of the Korea-Australia Free Trade Agreement (KAFTA) after your visit to South Korea.





**Australian broccoli was well received by customers and we would like to increase volume and have more Australian products in more stores’
Lotte, South Korea**