

# **ATTACHMENT TO AGENDA ITEM**

Ordinary Meeting

19 November 2019

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**CENTRAL PARK FRESH**

28/10/2019

Greater Shepparton City Council

Attention: Sarah Hardwick

This letter is to confirm the importance that horticultural events, such as Asia Fruit Logistica, Hong Kong plays in supporting, current and potential business' especially our company Central Park Fresh Australia

Central Park Fresh Australia, is located in Shepparton East. The fruit varieties grown are pears, and a mixture of apricots, plums and nectarine varieties. We recently have several new red pear varieties currently in commercial development named Piqaboo and the other commercial pear variety is called Honey Belle.

The Asia Fruit Logistica event in Hong Kong, is a key trade show that we attend and exhibit at, to meet our current customers, along with meeting and developing new relationships with potential customers.

Now that we can send all plums, peaches and nectarines direct to China, our export market has grown from 10% last season to 40% and expecting to grow again for this coming season.

In the event held this September, in Hong Kong, Central Park Fresh had a very successful 3 days, we met with current customers, along with many premium new customers. The Chinese market is huge and there are many more customers not just in China but also surrounding countries, such as Singapore, Thailand, Vietnam and also Indonesia.

Central Park Fresh would like to congratulate the Greater Shepparton City Council's participation in the event this year, which helped further the Goulburn Valley as one of Australia's premier fruit growing regions.

We would highly recommend that the Greater Shepparton City Council participation in next year's event in Hong Kong, but would also like to consider a bigger stall where we could invite more customers for meetings and more advertising of our local fruit and varieties.

Yours sincerely,

Jason Rachele (Director)

Central Park Fresh

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admin@acnorchards.com.au



**Date: 22/10/2019**

**To: Greater Shepparton City Council.  
Economic Development Team.**

The purpose of putting together this letter is to confirm the significance and importance of horticultural events such as the Asia Fruit Logistica in Hong Kong has in supporting, current and future business potential to A.C.N Orchards. This support will benefit both the domestic and export markets.

A.C.N Orchards, located and operated from Bunbartha, Victoria, Australia, is a Premium producer and supplier of stone fruits such as Peaches, Nectarines and Plums that come in many different varieties and flavors. A.C.N Orchards also produce and supply many varieties of apples and pears. We have a large range of commercially developed varieties as well as many developing new varieties in early stages of production that are due to become fully productive in the coming years.

A.C.N Orchards produces, packs and markets its produce to retail supermarkets, independent wholesales in the marketplace, as well as exporters in Australia and around the world.

Whilst A.C.N Orchards currently supplies a large quantity of stone fruit to the retail supermarkets as well as the independent wholesalers domestically, we see potential for much more growth into the Asian market sector, as this has been an area we have been focusing our product towards for the last few years.

The Asia Fruit Logistica in Hong Kong, is a key trade show event that we attend and exhibit at, to liaise with current and potentially new customers to form new relationships and further develop business and opportunity for growth.

A.C.N Orchards is an Australian business that takes pride in producing the most premium stone fruit product available from this country, so we see an opportunity to promote fresh Australia produce as a sector to Asia and the World.

Asia Fruit Logistica is an event for the greater Oceania/Asia pacific region which attracts a large range of businesses participating in the marketing and movement of fresh produce.

This year at the Asia Fruit Logistica, we were pleased to meet with all of our current and some new customers which made it a very busy and successful three days.

Since the event last year, we have had contact and follow up from many of these potential new customers. We now have much opportunity for more business through these contacts and some of which had the pleasure of being shown our orchard and packhouse operations first hand.

From these contacts, we have had the opportunity to introduce them to our growing region as a whole to showcase our premium growing climate and conditions that makes the Goulburn Valley such a desirable food bowl for our country.

A.C.N Orchards has valued the Greater Shepparton City Council's participation in the event this year, which has helped enhance the Goulburn Valley as the countries premium growing region.

A.C.N Orchards, highly recommends that the Greater Shepparton City Council considers participating in next years event in order to showcase and grow the presence of our region through our range of fresh produce and premium growers.

Yours sincerely

**Mr Nick Parris**  
**Director A.C.N Orchards**





23 October 2019,

City of Greater Shepparton,  
90 Welsford Street,  
SHEPPARTON VIC 3630

Dear Sir/Madam,

***Asia Fruit Logistica 2020***

Fruit Growers Victoria Limited (FGVL) is the peak body for the pome fruits industry in Victoria. As an organisation, FGVL works towards a sustainable future for growers and the horticulture industry across Victoria.

FGVL represents and furthers the interests of more than 300 fruit growing, packing and exporting business across Victoria.

The City of Greater Shepparton and FGVL work closely together to promote and support the horticultural industry.

The Goulburn Valley is often referred to as the "Food Bowl" of Australia producing high quality fruit and vegetables and agricultural goods. Shepparton Council's presence at Asia Fruit would be an amazing opportunity to promote the region and it's produce as well as support growers and businesses in attendance.

FGV fully supports Council having a stand and attending at Asia Fruit Logistica 2020 and continuing to support the horticulture industry.

Kind Regards,

Mitchell McNab

Chairman,  
Fruit Growers Victoria Ltd.

Fruit Growers Victoria Ltd  
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Item	Discussion Points	Opportunities	Actions	Action Outcomes Completed to date	Link to International Engagement Strategy	Responsible Officer
<p>Austrade Meeting - Dane Richmond - Trade Commissioner</p>	<ul style="list-style-type: none"> <li>• WeChat is an important method of advertising and communication for promoting our story to Asia</li> <li>• Brand Management - Investigate GTHH logo registration to ensure copyright protection in China (Central Park Orchards had their logo used by another Chinese company)</li> <li>• Export Marketing Grants program open to Australian business to assist with international marketing including trade expos</li> <li>• Utilise friendship cities to work together on localised marketing strategies</li> <li>• Protocols for Apple and Blueberry are currently being negotiated which are impacted and hindered by China and US trade negotiations and Australian politician commentary. Anticipate further discussion will happen in early 2020.</li> <li>• It is important to have 'shovel ready' investment when dealing with the Chinese</li> <li>• Sister City relationships can take time to build and see outcomes, we were encouraged to continue on with our relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange of information to and from Asia</li> <li>• Import protocols – Opportunities to work together to lobby for these protocols into China</li> <li>• Improving knowledge of the food bowl of Australia on the international stage</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of Thanks &amp; Invitation to participate in tour of Greater Shepparton</li> <li>• Keep AusTrade informed of our lobbying and advocacy in relation to pear and apple protocols and continue to work with APAL and the steering committee</li> <li>• Council to further develop some concise marketing collateral to continue promoting on the AusTrade WeChat channel.</li> <li>• Protocols – Ensure growers are kept up to date in relation to advocacy for protocols</li> <li>• Maintain relations with Jintan and utilise the friendship for marketing purposes where possible i.e. GTHH campaign locally/showcasing opportunities/finding a Jintan student to use as an ambassador for localised marketing in China</li> <li>• Investigate tourism opportunities such as SAM to attract Chinese tourist to our region that can be marketed locally in China/Jintan</li> <li>• Send Export Marketing Grant information to growers again to re-iterate the value of the program <b>(Complete)</b></li> <li>• Find out how valuable the export grant program is and how much it is being used by exporters in our region <b>(Complete)</b></li> <li>• Investigate what is required to register GTHH campaign/logos in China to avoid copyright issues</li> </ul>	<ul style="list-style-type: none"> <li>• Followed up the value of Export Marketing Grants – Proves very valuable to all business wanting international marketing/attendance at expos. Continued marketing to occur to create awareness around the program with growers.</li> </ul>	<p><b>Support</b></p> <p><b>1.1</b> Regularly liaise with AusTrade, FIAL, ACBC, State Government, Federal Government, Victorian Trade Office and RDV regarding export, development and delegation (inbound and outbound) opportunities</p> <p><b>1.3</b> Educational and training opportunities made available to support development and knowledge regarding standards, free trade and exports</p>	<p>Economic Development &amp; SAM</p>





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			<ul style="list-style-type: none"> <li>Update the current GTHH videos to reflect current figures (or something more generic) and potentially create a more horticulture aimed video that showcases horticulture within our region</li> </ul>			
Business Victoria	<ul style="list-style-type: none"> <li>SAM is a huge opportunity for Chinese tourist attraction</li> <li>US &amp; China trade negotiations is impacting on Australia and it's trade negotiations across the board</li> <li>Tourism opportunities</li> <li>Discussion around research and development opportunities i.e. Solar to assist with these types of investment in our region</li> <li>Showcase our export ready businesses directly to Jintan</li> </ul>	<ul style="list-style-type: none"> <li>Exchange of information</li> <li>Investment opportunities</li> <li>Friendship City Support</li> </ul>	<ul style="list-style-type: none"> <li>Letter of Thanks &amp; Invitation to participate in tour of Shepparton to better understand market and investment opportunities</li> <li>Provide regular business updates to Business Victoria</li> <li>Work with Jintan on local marketing opportunities using GTHH campaign to create awareness in China around what our region has to offer tourism and agriculturally</li> <li>Investigate opportunities to increase Chinese tourism such as the new SAM</li> <li>Investigate ways of showcasing opportunities to Jintan and China such as local campaigns and ambassadors</li> <li>Continue to work with La Trobe University on education opportunities that arise</li> </ul>		<p><b>3.3</b> Promote the international opportunities that present themselves to business</p> <p><b>3.4</b> Continue to promote Greater Shepparton as a place to invest through the Great Things Happen Here Campaign</p>	Economic Development & SAM





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Jintan Government	<ul style="list-style-type: none"> <li>• Major university being built nearby with completion set for 2021</li> <li>• Currently experiencing pork shortage due to a disease outbreak (Swine Flu)</li> <li>• Jintan expressed desire for Shepparton to stay longer on the next delegation to visit business and education sites</li> </ul>	<ul style="list-style-type: none"> <li>• Student Exchange with La Trobe once the new university is open</li> <li>• Localised marketing campaign opportunities such as utilising a Jintan student as an ambassador for Greater Shepparton in China and Jintan</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of Thanks to Jintan Mayor and Deputy Mayor and invitation to visit Greater Shepparton</li> <li>• Provide business updates to the Jintan District Government</li> <li>• Continue to progress Friendship City Agreement objectives</li> <li>• Work with Jintan on marketing opportunities using GTHH campaign and explore localised marketing opportunities and potential for a local Jintan ambassador</li> <li>• Continue to work with Jintan and local schools/La Trobe on exchange programs in particular pending the new university once complete to create strong links with La Trobe</li> <li>• Work with Jintan on tourism opportunities such as SAM</li> </ul>		<p><b>Friendship Cities</b></p> <p><b>5.3</b> Monitor Friendship/Sister City agreements to ensure economic/cultural objectives are being achieved</p> <p><b>5.4</b> Host Friendship/Sister Cities to continue to build the relationship and promote Greater Shepparton as a place to invest, visit and enhance trade opportunity</p>	Economic Development



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Asia Fruit Logistica, Hong Kong	<ul style="list-style-type: none"> <li>Potential for larger stand to create more room for growers to utilise the space</li> <li>Investigation of potential for incorporating growers into a larger stand with a tiered system to allow for them to display product and logos in the stand</li> <li>Utilise findings from delegates of 2019 to improve stand for 2020</li> </ul>	<ul style="list-style-type: none"> <li>To join with growers and have a tiered system to allow for a larger stand promoting our region</li> <li>Upgrade or create a horticulture specific brochure for this expo/other international expos – People were seeking more specific information on the Australian Fruit Market</li> <li>More specific GTHH Video for horticulture to be played at the stand rather than the generic business promotional video</li> </ul>	<ul style="list-style-type: none"> <li>Have a presence at the 2020 AFL noting the findings of the 2019 delegates and growers that could improve our stand for 2020</li> <li>Continue to support local exporters and growers through this opportunity</li> <li>Potential to display more fruit and more fruit varieties to be explored</li> <li>Investigate opportunities to make stand more interactive for passers-by/expo attendees</li> <li>Letter from Mayor of Thanks to Tim Nethersole</li> <li>Develop a Eblast template for 2020 to contact all those who attended the stand</li> </ul>		<p><b>Support</b></p> <p><b>1.1</b> Regularly liaise with Austrade, FIAL, ACBC, State Government, Federal Government, Victorian Trade Office and RDV regarding export, development and delegation (inbound and outbound) opportunities</p> <p><b>Business</b></p> <p><b>2.4</b> Encourage businesses to become involved in professional memberships (such as the Australia China Business Council) and activities with the objective of increasing export capabilities.</p> <p><b>3.3</b> Promote the international opportunities that present themselves to business</p>	Economic Development