



Australian Government

Department of Agriculture, Fisheries and Forestry

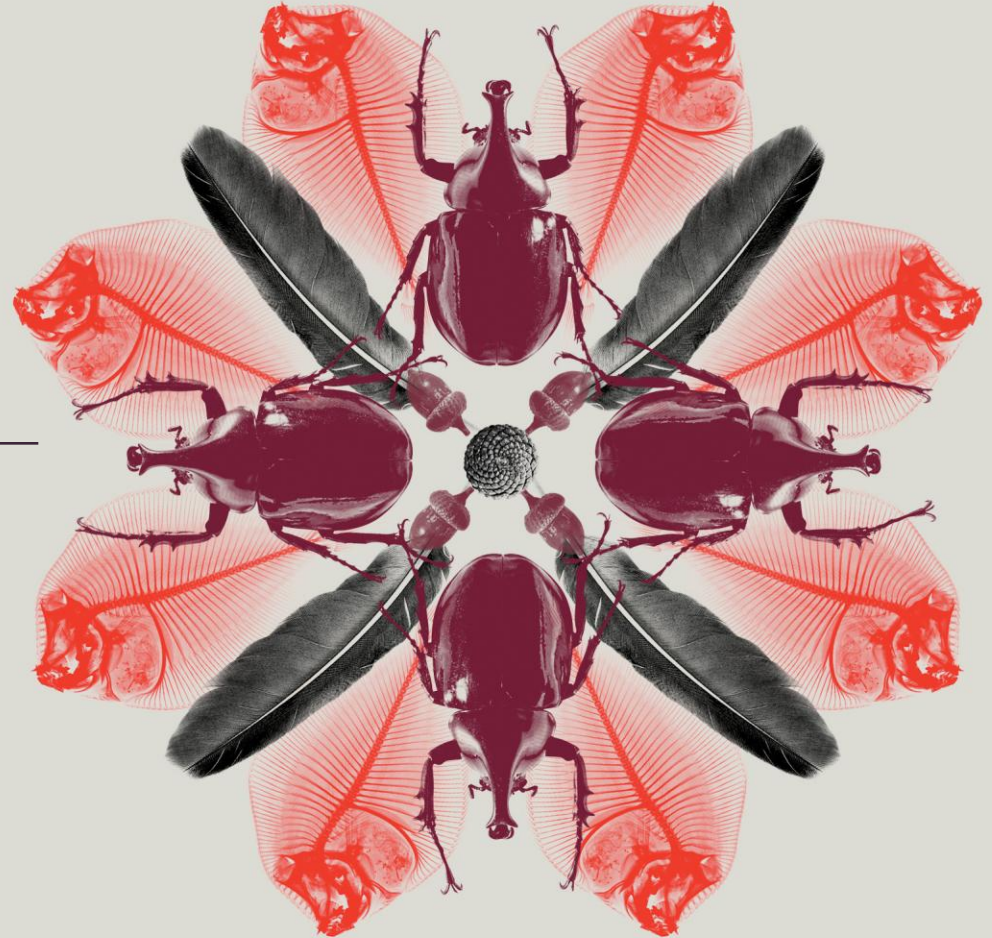
Market Access

The pivotal role of
DAFF

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Supporting Australia's reputation as a reliable and competitive exporter of agricultural goods and products.

Talk Structure

- The Australian Government's role in Market Access
- Partnership: Industry and Government
- Market access challenges

Government role in market access

DAFF's vision is to ensure:

- Market access for Australian exporters
 - International negotiations and efficient certification systems
- Protection of domestic agriculture, consumers, environment and animal and plant health
- Increasing importing country understanding and acceptance of Australian production and inspection systems



Government role in market access

DAFF plays a key role in market access for grains and other agricultural products

Within DAFF, Plant Division and the Trade and Market Access Division (TMAD) are involved in market access issues

TMAD have Agricultural Counsellors located in key agricultural markets including China, Japan, India , Europe , USA, Middle East and South East Asia

Partnership: Industry and Government

Market Access

- Grains Industry Market Access Forum
 - Identifies and prioritise market access requests
 - Stakeholders include peak industry bodies and government agencies
 - Currently, 30 market access requests prioritised by GIMAF have been lodged with various countries for consideration



Government/Industry interface

- DAFF participating in industry forums
 - Grain Trade Australia (GTA)
 - Australian Fodder Industry Association (AFIA)
 - Australian Seed Federation (ASF)
 - Australian Oilseed Federation (AOF)
 - Crop updates
- Alignment of DAFF resources with GIMAF priorities and close collaboration with GIMAF.



Factors affecting market access

Market Access

- Demand
 - Driven by domestic priorities and opportunities for new markets, or new products.
 - Countries may decide to change their import requirements if there is a need
- Trading partners enhancing their quarantine
 - Countries may follow Australian or other countries import processes and apply these to Australia's exports

Factors affecting market access

Market Maintenance

- Changed pest status
 - Countries pest status may change and they may require additional certification
- Review of policy
 - Countries may decide to review their existing policy for existing trade (particularly when there has been an extended period of no trade)
 - Importing countries suspending trade in response to pest detection or reports of new pests.

Factors affecting market access

Market Improvement

- Australia's plant health status
 - Market access improved based on Australia's plant health status
- Alternative treatment
 - Market access improved by offering an alternative treatment
- Equivalence
 - Market access improved by seeking equivalence

Market access advantages

- Favourable plant health status
 - Australia is free from major pathogens affecting cereals internationally
- Robust export inspection and certification system
 - Australia's reputation as a reliable certifier of grain and plant produce
- High demand for Australian grain and seed
 - Australian grain is high in demand in several countries
- Legislated export controls
 - Over the years industry has supported the nil tolerance for live insects in inspected samples – this is valued by Australia's trading partners

Market access gaps

- State surveys
 - There is a growing demand for evidence-based pest area freedom certification.
 - Lack of resources and inability of states to provide state surveys
- Research and development for alternative treatments



Image: Courtesy of GIMAF

Market access priority: China

- Major focus for grain and fodder industries
- DAFF investing in regular negotiations with Chinese quarantine officials
- Significant allocation of resources to work on gaining access to the China market

Market access

Case studies

- Canola to China
 - Since cessation of exports in 2009, DAFF, GIMAF and AOF devoted considerable resources to resumption of trade



Image: Tourism Western Australia

Market access

Case studies

- Barley to Korea
 - Korea introduced mandatory screening for Australian barley due to detection of snails
 - GIMAF Industry supply chain assurance accepted by Korea resulting in the removal of mandatory screening



Image: Seed Technology & Marketing Pty Ltd

Market access challenges

- Supply chain hygiene
 - There is a growing number of complaints on the detection of live insects in Australian grains
- Development of international standard on grain movement
- Quality issues for phytosanitary certification
 - Some export markets seeking government endorsement of quality issues
- Increasingly rigorous on-arrival inspections by some trading partners
- Implementation of seed for sowing conditions on grain for consumption