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## Nursery Exports<sup>®</sup>

**Kim Morris**

P.O. Box 108, CLIFTON BEACH, QLD 4879

### ANALYSING EXPORT ACTIVITY

The Nursery Industry Association of Australia, Australian Horticultural Corporation, and the Horticultural Research and Development Corporation commissioned a project in 1999 to analyse nursery exports. The project considered:

- Extent of exports
- Products and markets
- Pitfalls and successes
- Development and production of a *Beginners Guide for Nursery Export*
- Recommendations for further development

### AUSTRALIAN PLANT EXPORTS (ORNAMENTALS)

Less than 5% of plants produced in Australia are exported. Gross value of production of the Australian nursery industry is estimated at \$650M.

### EXTENT OF EXPORTING?

Approximately 100 nursery businesses, individuals, agencies [Australian Quarantine and Inspection Services (AQIS), Austrade, Environment Australia, etc.] were surveyed. The exporters were identified.

Focus groups, face-to-face interviews, surveys of recent, and established exporters were conducted by questionnaire around Australia.

### WHERE TO?

Exports were mostly to Japan, Singapore, USA, Netherlands, and New Zealand.

**HOW DO THEY FIND THEIR CUSTOMERS?**

- Mostly on an individual basis from general enquiries.
- Austrade and state associations.
- Other nurseries not willing to be involved.

**WHAT IS EXPORTED?**

- Greenstock – majority.
- Intellectual property (IP) - 6%.

**HOW ARE PRODUCTS BEING USED?**

- Growing on (tubes/plugs, etc.).
- Landscape projects.
- Royalties.

**BUSINESS STRUCTURES**

- Most exported as individuals.
- Some had tried network arrangements, but most had failed.
- Others supplied an established exporter.

**VALUE OF EXPORTS TO A BUSINESS**

- Most said export was 1% of their total operation.
- Ten percent said that export was 90% of their total operation.

**ENQUIRIES**

- Most received at least one export enquiry per month.
- These were mostly passed on to other nurseries.
- Most believed the majority of enquiries are lost.

**PROBLEMS**

- Eighty-three percent said they had problems with documentation, phytosanitary requirements.
- Majority said they had problems with AQIS.
- Majority said they needed help in identifying market to product and product to market.

**RECOMMENDATIONS**

- Establish a national referral center for export enquiries.
- Conduct workshops for AQIS personnel.
- Establish market research requirements.
- Established growers/breeders say that IP needs to be further developed.
- Consider central exporters willing to establish a supply base for export.
- Distribute beginners guide.

**LITERATURE CITED**

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