



## **MEDIA RELEASE – FOR IMMEDIATE RELEASE**

**3 May 2018**

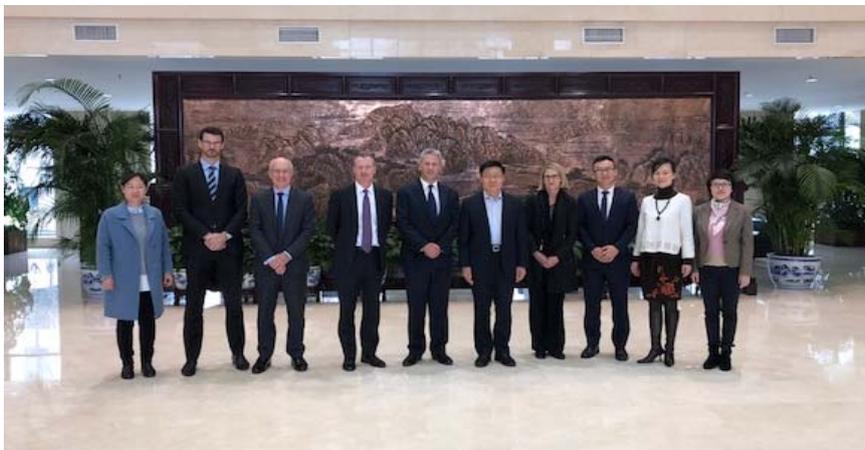
### **Australian Grains Industry optimistic about expanding trade with China**

The Australian grains industry has returned from a week of activities in its largest and fastest growing market – China.

The grains industry delegation included representatives from Grain Trade Australia (GTA), the Australian Oilseeds Federation (AOF), Grain Growers Limited (GGL), the Australian Grain Exporters Association (AGEA) and the Australian Export Grain Innovation Centre (AEGIC).

The delegation, along with a number of other Australian grain companies, attended the highly successful Australian Grains Industry Conference (AGIC) in Shanghai and then travelled to Beijing for meetings with industry associations, trade members and both the Chinese and Australian Governments. The industry delegation acknowledges the strong support from the Australian Government representatives and their in-market knowledge which is very important for the industry.

“This has become an annual activity for the Australian grains industry”, said Mr O’Shannassy CEO of GTA, “and it is fostering strong relationships between our industry organisations and our counterpart trade associations in China. These relationships are invaluable in assisting the Australian industry to better understand the China market and manage market access issues”.



The delegation had the opportunity to hear and observe firsthand the very significant shakeup of the Chinese administration that had just been announced and were encouraged that this would potentially deliver benefits for the industry.

Mr Luke Mathews from GGL said that “it was encouraging for Australian growers to see the shift away from a policy of self-sufficiency to one of food security where imports would play an enhanced role.” Other changes to inspection arrangements offer the potential for improved efficiency at ports and should help facilitate trade.

Mr O’Shannassy said “all the meetings attended had a very positive tone and the industry delegation was well received leading to a productive two-way sharing of information”.

The industry welcomed the opportunity to promote the quality, reliability and value of Australian grains and oilseeds. AEGIC CEO Richard Simonaitis said “it is important to regularly engage with customers about the grain quality characteristics they value and prioritise so that demand is maintained and increased. This delegation was an excellent opportunity to reinforce the quality and value proposition of Australian grains”. The AGIC Asia conference this year concluded with a tasting of local Chinese products made from Arowana brand flour, made from 100% Australian wheat, produced by Yihai Kerry Foodstuffs Marketing Co. Ltd.

“China is an extremely important and significant market for the Australian Grains Industry with exports exceeding 6 million tonnes in 2016/17 across wheat, barley, sorghum and canola”, said Mr O’Shannassy, “This represents around a quarter of Australia’s grain exports in total, but for some commodities like barley China accounted for 70% of Australia’s exports in 2016/17,”

“The AGIC Asia events and industry discussions are very important for the Australian grains industry to showcase the inherent high quality, reliability and safety of its products in its very important Asian markets”, said Mr O’Shannassy.

Mr Mathews said “The coordinated efforts of the Australian industry are very important to maximise the opportunities offered by markets such as China. It is great to see this important market becoming more open and the industry delegation was very encouraged by the messages it received”.

#### **About GTA**

Grain Trade Australia is a national trade organisation and has over 270 member organisations ranging from regional family businesses to large national and international trading/storage and handling companies. The role of GTA is to provide a framework across Industry to facilitate and promote the trade of Australian grain. GTA plays its part in the value chain by providing core products of Trading Standards, Contracts, Trade Rules, Arbitration and Dispute Resolution, Professional Development and advocacy for Market Access.

GTA’s grain trading standards and contracts are used across the Australian grain industry. GTA Members operate within all sectors of the grain industry in Australia, as well as related commercial activities such as banking, communications, grain advisory services and professional services.

#### **About GGL**

GrainGrowers is a grain farmer representative organisation with more than 17,000 members across Australia. GrainGrowers’ goal is a more efficient, sustainable and profitable grain production sector that benefits all Australia grain farmers and the wider grains industry. Trade and Market Access is a key policy focus of GrainGrowers. GrainGrowers seeks to drive the development and implementation of positive international trade and market access outcomes for the Australian grains industry and its customers.

#### **About AEGIC**

The Australian Export Grains Innovation Centre aims to be Australia’s leading organisation for market insight, innovation and applied technology in the grains industry. AEGIC exists to increase value in the Australian grains industry by ensuring Australian grain meets the needs of customers and end-users through market intelligence and engagement with customers.

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