



Australian Government  
Department of Agriculture

# Seafood Exporters Forum November 2014

Brett Hughes  
Director North Asia  
Department of Agriculture



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# Department of Agriculture Panel

- **Brett Hughes**, Director North Asia, Trade and Market Access Division
- **Lynda Hayden**, Director, Food and Animal By-Products Market Access.
- **Nora Galway**, Director, Dairy, Eggs & Fish Exports.

# Australian Seafood Trade

- Australia exported \$1.2 billion of seafood in 2012-13 or about 49 per cent of annual production.
- Australia's key seafood markets are in Asia and are dominated by high value, edible fishery products.
- Asia is the world's largest and fastest growing region for consumption and trade of fisheries products

# Global Seafood Trends

- Global consumption of seafood products has grown by 26% over the past 15 years - Rabobank.
- The growth rate of global consumption is unlikely to slow down over the next 10 years - Rabobank.
- Over the past 2 decades Asian consumption has shifted away from more traditional diets with more seafood being consumed – ABARES
- Growth in global seafood production to 2050 is expected to be sourced from aquaculture

# Market Access

- Outcomes for seafood in the ChAFTA , JAEPA, and KAFTA will increase the competitiveness of our seafood exports to key Asian markets.
- The Trans Pacific Partnership agreement (TPP) may also present further opportunities.
- However, there remain other seafood trade and market access issues with our trading partners that FTAs will not solve.

# Food Safety: Understanding Markets

- Free Trade Agreements and changing consumer trends position Australian seafood exporters well
- However, we need to also understand our export markets and their strong focus on food safety
- Australia's positive reputation for safe, clean, green complements the strong food safety focus in our export markets
- Failure to meet these market requirements can lead to loss of market and reputational damage.

# Collaboration with Industry

- The Department works closely with the seafood industry
- Engagement through SafeFish and the Seafood Export Consultative Committee
- The Department of Agriculture's Overseas Counsellors network
- A key challenge is to drive outcomes for the whole Australian seafood industry

# Changing Approach

- **Strengthened Departmental focus on trade**
- Industry-up; evidence-based, strategy driven approach to market prioritisation
- More joined-up national approach with States and Territories – ‘Team Australia’



# Changing Approach

- Industry-up; evidence-based, strategy driven approach to market access:
  - Evidence-based Decision-Making
  - Commodity Export Strategies (Business Cases)
  - Country Strategies

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