

## The perfect location for producing premium fruit

With its temperate maritime climate, fertile soils, four distinct seasons, abundant water resources and the biosecurity advantage of an island, Tasmania has the right ingredients for the production of outstanding fruit.

Tasmania's temperate climate provides the essential winter chill followed by a long, mild, growing season to support fruit development and enhanced flavour. Tasmanian stone fruit, cherries and berries have a clear, late season production advantage both within Australia and overseas. This provides a defined market advantage since there are few competing production regions in the southern hemisphere. The timing of Tasmanian production also provides counter seasonal supply opportunities to the northern hemisphere.

The fruit industry in Tasmania is one of its oldest industries and has shaped the future of many regions including the Huon Valley and Tamar Valley. Today the Tasmanian fruit industry continues to expand and is focused on providing premium quality fruit to national and overseas markets.

The Tasmanian fruit industry comprises three key subsectors including:

- » Pome fruit (pip fruit) – Tasmanian apples have a strong domestic market with opportunities in export markets in South East Asia with access to China recently established. Pears are also produced.
- » Stone fruit/cherries – Tasmania is the largest cherry producing state in Australia with its niche in the top end of premium overseas markets. Apricots, some nectarines and plums are also produced.

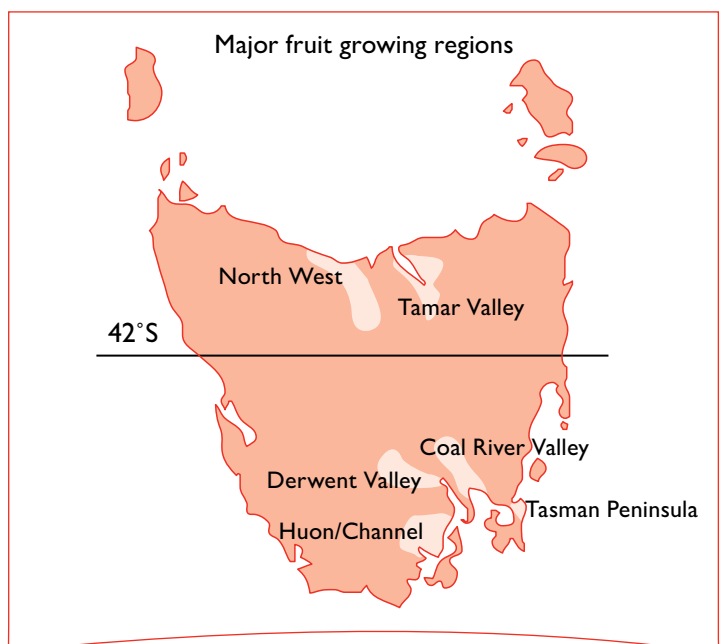


- » Berries – fresh raspberries, strawberries, blueberries and blackberries comprise the majority of the industry value. Blackcurrants and raspberries are also grown specifically for processing.

A number of berry producers have successfully incorporated tourism and visitor experiences into their business model to add value through cafes, retail outlets and 'pick your own' experiences.

The Tasmanian Government has a vision for Tasmania to substantially increase its food and agriculture production and become a major supplier of Australia's premium food products.

As a result the government is keen to work with potential investors to secure value-adding investment for the fruit industry within the state. Through the Office of the Coordinator-General the government will tailor assistance to suit the specific requirements of potential investors.

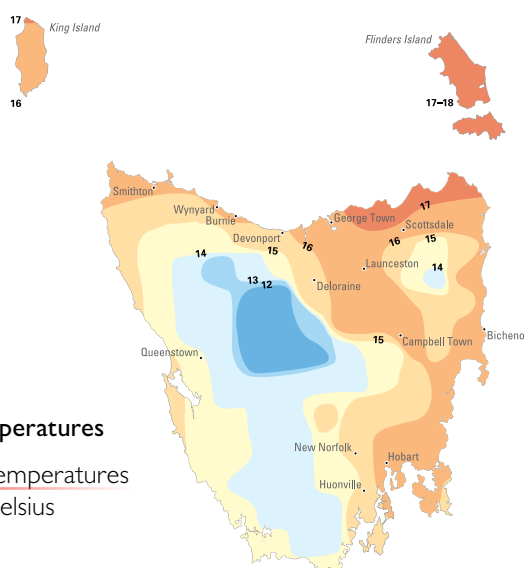


## Key reasons for investing in the Tasmanian fruit industry:

- » our island status offers relative disease freedom giving production benefits and market access advantages, particularly in high-value niche markets
- » increased market access into Asia, combined with rising demand and improved cold chain, presents good export opportunities, particularly for apples and cherries
- » Tasmania's comparative water advantage is supplemented by planned irrigation investments
- » development of premium niche markets through Tasmanian brand recognition in international markets
- » an innovative industry that is utilising technology and modern production systems to increase product quality, productivity, product development, value-adding and processing
- » climate change may see new market opportunities with climatic conditions seeing the production of stone fruit moving into southern Australian states such as Tasmania
- » lower risk of extreme weather events such as heat waves and hail storms that affect other key fruit growing regions
- » long ripening season, which results in fruit of high acid, exceptional eating and extended shelf-life
- » utilisation of tourism infrastructure including the combination of niche value-adding with tourism.

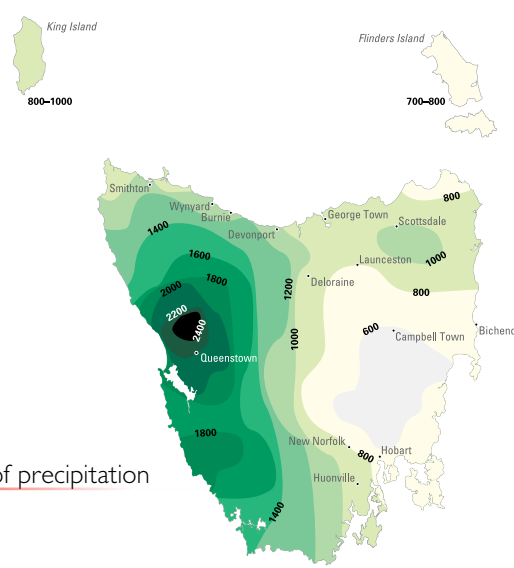
## Climate advantage

Tasmania has a temperate maritime climate, cooled by prevailing westerlies off the Southern Ocean, providing conditions that are generally free from extremes in temperature and providing regular rainfall as demonstrated by the following temperature and rainfall charts.



### January temperatures

Mean daily temperatures  
in degrees Celsius



### Rainfall

Millimetres of precipitation  
per year

Source: vW Maps c 2009 Martin von Wyss, VW Maps Pty Ltd.

Product	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Availability per year
Apricots													3 mths
Blackcurrants													2 mths
Blueberries													6 mths
Cherries													3 mths
Nectarines													3 mths
Peaches													3 mths
Pears													2 mths
Plums													2 mths
Raspberries													5 mths
Strawberries													7 mths
<b>Apple varieties:</b>													
Granny Smith													10 mths
Jazz™													6 mths
Pink Lady™													7 mths
Red Fuji													8 mths
Royal Gala													6 mths
Striped Fuji													8 mths

Source: Fruit Growers Tasmania



### **Adaptive, flexible and innovative workforce**

The Tasmanian workforce is skilled and entrepreneurial. It is readily able to adapt to meet demand and can offer investors stability, with an excellent industrial relations record.

### **Accessibility**

In most instances business operations will be located less than 100 kilometres from plant to port, providing fast access to distribution channels. Air freighted produce can arrive at interstate and overseas markets within 48 hours of dispatch, and there are frequent freight shipping services from Tasmania's major ports.

The Tasmanian Freight Equalisation Scheme provides financial assistance to shippers of eligible freight within Australia.

### **Disease freedom**

As an island, Tasmania has a clear biosecurity advantage. Tasmania's biosecurity system is at the very core of the Tasmanian brand as its natural environmental values and quality produce relies upon the state's relative freedom from pests, diseases and weeds (including grape vine phylloxera, apple fire blight, Mediterranean and Queensland fruit fly, potato cyst nematode, onion leaf blight and tobacco blue mould).

This not only means that growers do not need to manage these pests, but also that Tasmania's pest free status provides additional export opportunities to access a variety of international markets that are closed to other regions.

### **Strong trade**

Tasmania's horticulture producers have had proven success in domestic and key international markets in Asia.

Tasmanian fruit is exported to markets such as China, Taiwan, Singapore, Malaysia, Hong Kong SAR, South Korea and Thailand.

### **Research and Development (R&D)**

The Tasmanian Government, industry and the Tasmanian Institute of Agriculture (TIA) of the University of Tasmania work together to undertake research, development and extension (RD&E) programs designed to address agricultural productivity, safe food production, social and natural resource management issues.

TIA invests in fruit RD&E as a key strategic priority area, leads and manages the national apple and cherry R&D programs and partners with leading national and international research organisations in order to support industry.

The Tasmanian Government has enforced a moratorium on commercial release of genetically modified organisms (GMO) to the Tasmanian environment since 2001. In 2014 the moratorium was extended for a further five years and will remain in force until November 2019.

### **Sustainable water supply**

The key to sustainable horticulture is the availability of reliable water supply at key phases in the growing season. Tasmania's most significant natural resource advantage is water. Tasmania receives 13 per cent of the nation's annual rainfall run-off.

This is more than twice the run-off of the entire Murray Darling Basin in South Eastern Australia. Tasmania does not have the water supply issues experienced in other parts of Australia and much of the world.

The Tasmanian and Australian Governments are establishing a number of large-scale irrigation development projects to deliver water with a reliability of at least 95 per cent to Tasmanian farming communities. This will enable the amount of irrigable land to double for production purposes.

More information is available at: [www.tasmanianirrigation.com.au](http://www.tasmanianirrigation.com.au)



## Explore the opportunities and your future potential in Tasmania

The Office of the Coordinator-General is the Tasmanian Government's investment promotion and facilitation arm, it provides free confidential services and professional advice to investors, including:

- » dedicated project teams and case management
- » a focus on lead projects that have the potential to transform a supply chain or that leverage Tasmania's advantages and resource endowments
- » planning pre-audits to support approval processes.

The Office of the Coordinator-General's specialist team will provide you with tailored assistance by providing information and support, which includes:

- » connections with local industry associations and government departments
- » information on business opportunities, investment regulations and government assistance
- » insights on business costs, skills availability, taxation and research opportunities
- » expert advice in Tasmania's industry capabilities and strengths
- » site visits to identify suitable locations in Tasmania for your business
- » links with potential partners
- » connections with infrastructure and service providers
- » information on industry strategies.

## Contacts

### Department of Primary Industries, Parks, Water and Environment

Australian enquiries: 1300 368 550

International enquiries: +61 3 6233 8011

Web: [www.dpipwe.tas.gov.au](http://www.dpipwe.tas.gov.au)

### Department of State Growth

GPO Box 536 Hobart TAS 7001 Australia

Phone: +61 3 6777 2786

Email: [info@stategrowth.tas.gov.au](mailto:info@stategrowth.tas.gov.au)

Web: [www.stategrowth.tas.gov.au](http://www.stategrowth.tas.gov.au)

### Fruit Growers Tasmania Inc.

Phone: +61 3 6231 1944

Email: [office@fruitgrowerstas.com.au](mailto:office@fruitgrowerstas.com.au)

Web: [www.fruitgrowerstas.com.au](http://www.fruitgrowerstas.com.au)

### Tasmanian Institute of Agriculture (TIA)

Phone: +61 3 6226 6368

Email: [tia.enquiries@utas.edu.au](mailto:tia.enquiries@utas.edu.au)

Web: [www.tia.tas.edu.au](http://www.tia.tas.edu.au)

© State of Tasmania February 2017. Reprint May 2014.

Acknowledgements: Department of Primary Industries, Parks, Water and Environment, Fruit Growers Tasmania, vW Maps.

Photo credits: Simon de Salis.

### Office of the Coordinator-General

Level 1 Cornwall Square, 12-16 St John Street, Launceston

PO Box 1186, Launceston, TAS 7250 Australia

Phone: +61 3 6777 2786

Email: [cg@cg.tas.gov.au](mailto:cg@cg.tas.gov.au)

Web: [www.cg.tas.gov.au](http://www.cg.tas.gov.au)