



## Agribusiness

### Only the freshest from the land and sea

Australia is recognised as having one of the most sophisticated agribusiness industries in the world. Defining attributes of Australian agribusiness sectors include:

- > Strict quarantine and inspection measures to protect the quality of the land, water and air
- > Integrity across the supply chain enabling the production of clean and great products
- > Commitment to sustainable practices
- > Diverse range of products with counter seasonality to the northern hemisphere
- > Research and development to produce innovative technologies to create new products and drive more efficient production methods
- > Advanced transportation and storage distribution networks

### Horticulture

Australia is rich in a variety of fruits, vegetables, nut, cut flowers and nursery products that are available throughout the year. Diverse climatic conditions allow Australia to produce products to supply counter-seasonally to the northern hemisphere.

The horticulture industry applies advanced post-harvest technology to assure quality, including grading technology, packing equipment, labelling equipment, as well as cold storage and transport technologies that prolong the life of fresh produce.

### Meat and livestock

Australia is the world's largest meat and livestock exporter and we consistently supply high quality, disease-free meat. Our natural advantages - a clean and relatively disease-free environment - are combined with sophisticated herd management practices and stringent quality control standards.

Technological innovations in this sector include:

- > Traceback systems – The National Livestock Identification Scheme (NLIS) is a system to trace livestock origin
- > VIAscan – computerised equipment to measure meat quality across the supply chain
- > Flavaloc Retail Ready Packaging – extends shelf life by packing meat under appropriate chilled storage conditions
- > Isolated Muscle Protein (IMP) – process to increase protein content.
- > 'Periscoping' technology – efficient packing technology to increase and reduce freight costs



Australia exports live cattle and sheep as well as a wide variety of processed meat products (beef, lamb, mutton, pork, poultry, goat). Australia also produces high-quality game meats grazed on our extensive native grasslands including venison, kangaroo, ostrich, buffalo, duck, emu and crocodile.

## Dairy

The Australian dairy industry is a world-class producer of milk and dairy products.

Australia's dairy product range includes milk, milk powder, cheese, yoghurt and dairy desserts, butter, butter oil, casein and whey products.

The Australian dairy industry uses gene technology and advanced reproductive techniques to develop more productive, disease resistant animals.

Innovative technologies have also been developed to improve shelf life and develop new uses for milk and its by-products. An example of technology that increases milk longevity is the Eurotainer. This super-insulated 20,000 litre cylindrical tank and temperature logger is used to freight bulk fresh milk exports. Another example is modified atmosphere packaging, which uses carbon dioxide-rich atmosphere to extend the storage and shelf life of cheese.

## Seafood

The Australian seafood and aquaculture industries have earned a reputation for exporting quality seafood and aquaculture products renowned for their freshness. This competitive advantage is a result of clean aquatic environments that support cultivating a wide variety of species.

Pearls and Southern Bluefin tuna represent over half the value of aquaculture production, and the majority of exports. Other key aquaculture exports include Atlantic salmon, edible oysters, farmed prawns and trout, abalone (Greenlip and Blacklip), eel, scallop, giant crab, crocodile, aquarium fish and native fish.

## Farm Management

Australia has expertise in developing better farm management methods relating to: animal productivity, animal health and welfare, improving crop quality and yield, pest and disease management, irrigation techniques and drought management.

## Useful Links

[www.affa.gov.au](http://www.affa.gov.au) - Agriculture, Fisheries and Forestry – Australia

[www.aqis.gov.au](http://www.aqis.gov.au) - Australian Quarantine and Inspection Service (AQIS)

[www.feca.com.au](http://www.feca.com.au) - Australian Flower Export Council

[www.ausmeat.com.au](http://www.ausmeat.com.au) - Ausmeat

[www.dairyaustralia.com.au](http://www.dairyaustralia.com.au) - Dairy Australia

[www.horticulture.com.au](http://www.horticulture.com.au) - Horticulture Australia  
[www.foodscience.afisc.csiro.au](http://www.foodscience.afisc.csiro.au) - Food Science Australia

[www.mla.com.au](http://www.mla.com.au) - Meat and Livestock Australia  
[www.ngia.com.au](http://www.ngia.com.au) - Nursery and Garden Industry Australia

[www.tractormachinery.com.au](http://www.tractormachinery.com.au) – Tractor and Machinery Association of Australia

## Australian Trade Commission services

The Australian Trade Commission (Austrade) has a network of staff across India who can assist Indian companies to identify Australian expertise and connect you with the right people to expand your business.

**Utsav Australia** is an Australian government program managed by Austrade to raise awareness of Australian capability in India.

If you are thinking of expanding your business and would like more information on how to do business with Australia, visit the Austrade website:

[www.austrade.com](http://www.austrade.com) or email Austrade on: [utsavaustralia@austrade.gov.au](mailto:utsavaustralia@austrade.gov.au)

