



PRESS RELEASE

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## **Summerfruit Australia looking for Access to China**

The peak industry body for Australian Stonefruit Growers (Summerfruit Australia) is now looking forward to access to the large market of China, following the recent success of the Tablegrape industry in sending grapes to China for the first time.

Several years ago the Australian horticultural industry and Biosecurity Australia in an effort to increase access into China agreed to progress FOUR key fruit products consecutively.

In order of priority they were first Tablegrapes, then Stonefruit, Cherries and finally Apples. The Chinese quarantine authorities agreed to this arrangement but their order was somewhat different, namely Apples, Grapes, Stonefruit and Cherries.

The successful shipment of Australian grapes to China in April 2011 heralds in the second priority, namely Stonefruit, and this prospective new market access couldn't come at a better time given the storm and flood damage this past season to the stonefruit growing areas of the Riverland, Swan Hill, Shepparton and Cobram. They really do need some good news!!!!

There is no doubt the large quantity grown in Australia of white fleshed peaches and nectarines with their high sugars and lower acidity is just what the Chinese consumer wants. After all white fleshed peaches in particular originated in this part of the world and are widely grown in China.

Of course Australia is counter seasonal to the local supplies in China so that means the Australian stonefruit industry can supply out of season peaches, nectarines and plums for the key festive events such as Chinese New Year, the Lantern and Zhonghe festivals in February, and the Ching Ming festival in April when the stonefruit season is coming to a close.

What an opportunity the stonefruit growers can look forward to!!!!

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