



ASA 100

Australia Sino One Hundred Year Agricultural and Food Safety Partnership

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ASA100 welcomes Australian Government's commitment to test a unified brand for Australia's agrifood exports

All Australians will reap the economic benefits, delivered by a unified export branding campaign into China, cementing our reputation as the world's most reliable supplier of safe premium agricultural food products.

ASA100 Co-chairs, Mr Andrew Forrest – Chairman of the Munderoo Group and Ms Jennifer Westacott – Chief Executive of the Business Council of Australia made the comments following the announcement by the Australian Government today that it will test a unified brand concept for all of Australia's high quality agrifood products.

ASA100 has been working closely with the Minister for Trade and Investment, the Hon Steve Ciobo MP and Austrade for more than a year, on the need for an opt-in logo under which to export Australia's pristine food and wine.

"We don't mind what the brand is so long as it is what draws the Chinese consumers away from the products of our competitors, in the supermarket or online, to our Australian products," Mr Forrest said.

"We can't compete on price and volume but we can trump all other countries on having a reputation of being clean, green and safe," Mr Forrest said. "This will be a game changer for Australia's ageing agriculture sector and one that will have a significant, and immediate, impact on our economy."

The ASA100 brand will be one of three brands tested in China and across other important export markets.

Growth of demand for food in China to 2050 is expected to top A\$1 trillion, driven by rapid urbanization and the proliferation of middle class consumers.

Ms Westacott said that the Chinese demand for food is projected to double by 2050¹, underpinned by rising middle class incomes and increasing urbanization.

"We know that the Chinese value our products because they trust the origin to be clean and safe but our branding has been confused and fragmented," Ms Westacott said. "Now we have a chance to demonstrate the power and consumer pull of one strong unified brand."

ASA100 does not have a brand preference. It supports the Government's decision to properly research, with the end consumer, to determine the one that is the most persuasive.

Mr Forrest and Ms Westacott said ASA100 members look forward to working with the Australian Government to ensure a successful roll out of the branding campaign.

ASA100 is also working with the CSIRO on ensuring a unified brand was underpinned by the world's best practice in anti-food fraud and traceability technology. ENDS

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¹ 1. ABARES – P Hamshere et al., What China wants: Analysis of China's food demand to 2050

About the ASA100

The ASA100 is an authoritative bilateral initiative to develop long-term, strategic co-operation between the leading agrifood businesses across Australia and China

The ASA100 brings together the most influential participants in the Chinese and Australian agrifood sectors to collaborate in promoting Australia as a reliable and competitive premium food supplier.

With the endorsement of the highest levels of government, the ASA100 carries out activities to promote the development and unification of the Australian agrifood sector, through increased international trade, capacity and skills building, and by leveraging ASA100 members' extensive networks and influence.

www.asa100.net.au