

Australia secures market access to export the blueberries to Vietnam

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Australia is opening new opportunities for its blueberry producers through a landmark agreement that secures market access to export the fruit to Vietnam. This trade deal, projected to generate approximately \$22 million over five years, highlights the growing demand for Australian agricultural products in international markets and underscores the country's efforts to strengthen its export capabilities.

The agreement is another major win for Australian producers and will also create access to Vietnamese pomelos for Australian consumers. Work on securing this two-way agreement commenced in 2022 and stands as a testament to the strong and positive relationship between the two nations.

Accessing the Vietnamese market, a nation with a population of over 100 million, will significantly boost Australia's \$500 million blueberry industry. New market access for Australian blueberries to Vietnam will be valued at approximately \$4 million in the first year and approximately \$22 million within 5 years.

In 2024-25, the Australia recorded a total of 79 technical market access achievements across a variety of products. These include 17 actions to maintain and 8 to restore existing markets which supported trade worth \$4 billion, alongside opening 10 new markets and making 44 improvements to existing access.

By continuing to create new and improved pathways for Australian produce, Australian horticulture sector expects to drive significant growth, forecast to be worth more than \$100 billion in 2025-26.