

TECHNICAL MARKET ACCESS PROCESS FOR PLANTS & PLANT PRODUCTS

The Department of Agriculture, Fisheries and Forestry (DAFF) creates new agricultural export opportunities by negotiating technical market access for prioritised Australian commodities. We consult with export industry groups throughout the technical market access process.















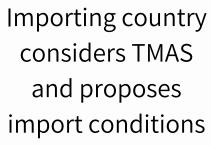




Export market access request received

Prioritisation of market access request

Preparation and submission of **Technical Market Access Submission** (TMAS) to importing country



Consideration of proposed conditions

Comments sent to importing country

Final import conditions agreed

Manual of Importing Country Requirements (MICoR) case developed

Trade commences



One or more rounds of negotiation with importing country



- Department of Agriculture, Fisheries and Forestry (DAFF)
- Importing country

Timeframes vary depending on each country's prioritisation, the duration of research and consultation by both countries, and the negotiation process which can be complex, lengthy and dynamic.



TECHNICAL MARKET ACCESS PROCESS FOR PLANTS & PLANT PRODUCTS



A request for export market access is made directly to DAFF or via a peak industry body.



Before a new negotiation window opens with a trading partner, DAFF assesses requests against national prioritisation principles and criteria and identifies priorities to pursue.

Not all requests will be progressed.



If prioritised, DAFF prepares a **Technical Market Access** Submission (TMAS) and sends it to the importing country for consideration.

The importing country may request additional information and clarification.



The importing country considers the TMAS. If prioritised, they may undertake a risk analysis before developing import conditions.

Proposed import conditions are usually published via an SPS notification allowing 60 calendar days to comment.



DAFF considers the proposed import conditions, which may involve further research and consultation with industry.



DAFF sends comments to the importing country.

Negotiation of proposed import conditions may continue over several rounds.



Final import conditions are agreed.



DAFF publishes the Manual of **Importing Country Requirements** (MICoR)* case.

If required, DAFF drafts and publishes a work plan in consultation with industry.



Trade commences, in accordance with import conditions. Import permit may be required.

Horticulture protocol markets** may require accreditation of properties (and potentially audit) prior to the export season.



Timeframes vary depending on each country's prioritisation, the duration of research and consultation by both countries, and the negotiation process which can be complex, lengthy and dynamic.

*MICoR is only provided as a guide. Exporters must confirm with their importer or the importing country's relevant authority that they meet the importing country requirements.

**Protocol markets are those with a specific agreement or understanding in place between 2 that country and Australia regarding a specific product.



PRIORITISATION OF TECHNICAL MARKET ACCESS REQUESTS FOR PLANTS & PLANT PRODUCTS

The Department of Agriculture, Fisheries and Forestry (DAFF) prioritises which market access requests to pursue to ensure efforts in trade negotiation and technical research are directed towards activities most likely to advance Australia's agricultural trade objectives.

Horticulture Innovation Australia Limited (Hort Innovation) and the Grains Industry Market Access Forum (GIMAF) provide the department with key market access priorities for respective commodities to particular export markets.



GIMAF

Industry member completes questionnaire and submits to GIMAF.

GIMAF assesses completed questionnaires against a matrix of prioritisation criteria.

GIMAF ranks requests against other prioritised market access requests.

GIMAF supports members with high priority and immediately viable requests to prepare in-depth submissions for provision to DAWE.

Application

Industry member develops application following initial discussion with Hort Innovation / DAFF and submits via Hort Innovation website.

Assessment

Hort Innovation screens applications against eligibility criteria. The Independent Market Access Assessment Panel (IMAAP) then evaluates eligible applications.

Prioritisation

Applications endorsed by IMAAP proceed to country specific pools or, if not immediately viable, to a strategic pool for later assessment.

Submission

Hort Innovation provides endorsed industry submissions to DAFF.





DAFF regularly reviews export market priorities for continued alignment with agricultural trade objectives and may re-prioritise in consultation with industry.





DAFF makes final decision on national priorities across all plant commodities, markets and phytosanitary treatments.



DAFF assesses industry submissions against national prioritisation principles and criteria.



PLANT MARKET ACCESS PRIORITISATION

Department of Agriculture, Fisheries and Forestry

The **Department of Agriculture, Fisheries and Forestry (DAFF)** works to obtain new and improved market access for Australian agricultural exports.

Negotiations with trading partners can be technically complex, resource intensive and lengthy. DAFF prioritises which market access requests to pursue - and periodically reviews priorities - to ensure efforts and resources are directed towards activities most likely to advance Australia's trade objectives and maximise benefits for agricultural industries.

1 RECEIVE

Horticulture Innovation Australia Limited (Hort Innovation) and the Grains Industry Market Access Forum (GIMAF) provide DAFF with key market access priorities for respective commodities to particular export markets.

- Non levy-paying horticulture industries may also submit requests via Hort Innovation.
- For plant products not covered by Hort Innovation or GIMAF, market access requests may be made directly to DAFF.

(2) ASSESS

DAFF assesses industry submissions against national prioritisation principles and criteria.

Additional information is considered from across DAFF, industry, the overseas agriculture counsellor network, trading partners, and other government departments (state/territory and federal).

National Prioritisation Principles & Criteria

Take into account Australia's national interest, including alignment with broader Australian Government interests and the national trade policy agenda (portfolio priorities and overall bilateral relationship).



Broadly supported

The submission is broadly supported by growers, exporters, industry bodies, states and territories, and recognised as a priority in, for example, the industry's export strategy.

The Mark

DECIDE

The Market Access Risk Analysis (MARA) Governance Board (comprised of DAFF executive) makes final decision on national priorities across all plant commodities, markets and phytosanitary treatments.

Meet the department's strategic objective to assist industry to grow to a \$100 billion agriculture sector by 2030.

Deliver tangible benefits that add

value to the Australian community.

Identify and address challenges or

barriers that could inhibit Australia's

market access and trade potential.

considerations that could impede

the successful negotiation of the

market access request, including

Take into account practical

resourcing.



Inclusive

The opportunity is available to the majority of growers/producers and does not unduly exclude areas based on, for example, regional limitations.

Market potential is verifiable

Evidence-based analysis is used to support justification of the market access request and its anticipated market potential. This includes factors such as export value, consumer interest, size of market in target country, and cost to domestic market to realise the opportunity.

Export ready

Industry (including growers and exporters) is able to meet the operational requirements related to preparing goods for export. Any issues concerning the ability to meet requirements are, or can be, addressed and there is clear industry commitment and capacity to export.

Technically competent

Industry can meet the technical requirements of the importing country, such as provision of efficacy data for end point treatments, evidence of pest freedom, phytosanitary measures and maximum residue limits.

Clearly defined export pathway A clear technical and operational position is available to support the preferred export pathway and meet proposed import conditions, taking into consideration the varying degrees of detail required for each trading partner. 4

REVIEW

DAFF regularly reviews export
market priorities for continued
alignment with agricultural trade
objectives and may re-prioritise in
consultation with industry,
following the Plant Market Access
Priority Review Process.



PLANT MARKET ACCESS PRIORITY REVIEW

Department of Agriculture, Fisheries and Forestry

The **Department of Agriculture, Fisheries and Forestry (DAFF)** periodically reviews active export market access negotiations for continued alignment with agricultural trade objectives and a continued focus on those most likely to deliver outcomes of maximum benefit to Australian agricultural industries.

1 ASSESS

DAFF assesses each active market access negotiation and identifies any that meet one or more triggers for review.

2 EXAMINE

DAFF re-examines all requests flagged for review to analyse concerns and identify possible solutions.

Additional information is considered from across DAFF, industry, the overseas agriculture counsellor network, trading partners, and other government departments (state/territory and federal).

Lack of industry Access to that market is no longer an industry priority. commitment to the market access priority The market is no longer economically viable due to expected long term changes (e.g. global prices, Market importing country consumer interest, cost to domestic industry due to changed treatment access no longer requirements). economically viable Operational or technical Industry can no longer meet the operational or technical requirements, due to changes in domestic management practices, evidence demonstrating new pests are affecting commodity which entail requirements cannot be additional requirements or changes to Pest/Pest Free status/recognition. met Importing country lists new prohibited pests that are present in Australia but previously not of Changes to importing concern for the pathway or new measures are introduced (MRLs, phytosanitary requirements, country requirements treatments). cannot be met The relationship has changed, which is impacting upon this particular market access negotiation, or Country strategy has intel from Post suggests the submission will not progress, or political/strategic decisions made changed relating to transactional wins for partner countries. No progress on market Extended time has elapsed with no foreseeable progress.

3 DETERMINE

DAFF determines an outcome and refers significant changes to the Market Access Risk Analysis (MARA)
Governance Board (comprised of DAFF executive) for decision.

The division continues progressing the market access request as usual.

access request since last

review

Industry provides the division with additional information to progress the market access request.

The division narrows scope of the request to achieve a more satisfactory result.

The division advises industry to accept the import conditions offered (i.e. non-preferred trade pathway) to finalise the market access request.

Industry withdraws the market access request and it returns to the country's pool of approved applications.

4 DECIDE

The MARA Governance Board makes the final decision on changes to existing market access priorities.

If a market access request is withdrawn this prompts the Plant Market Access Prioritisation Process to identify a new priority for that country.