

Organic Export Opportunities

Take the guesswork out of exporting organic products

Selection—Pick the product & right market

- Confirm supplier participants and product category
- Develop a set of criteria to compare different geographies globally, including market sizes, forecast growth, economic strength and consumer demographics
- Evaluate and rank the geographies based on the selected criteria—specifically, evaluate the market environment, economies and consumer demographics for these geographies towards identifying key markets of interest
- Use publicly available data or undertake deeper analysis with Euromonitor’s global network of researchers and analysts



Euromonitor is a world leader in strategy research for consumer and B2B markets. They help clients navigate through changing market landscapes, predict future market growth, understand the competitive environment, adapt to channel dynamics and interpret local trends and drivers impacting the market. Euromonitor delivers value through their ability to synthesize findings from multiple sources and provide insights and analysis helping clients make sense of their markets.

About the project

This project is a collaboration between the Australian Government, Organic Industries of Australia, the Organic Federation of Australia, and Australia’s organic producers. Its part of a bigger program of improving export market access for Australia’s organic industries.



Indicative industry sector cost

| | |
|--|-----------|
| Basic program | \$40,000 |
| Optional deep-dive Euromonitor analysis | |
| ▪ Market and Access analysis | \$130,000 |
| ▪ Global scan & 2 x Asian markets | |
| Market visit cost per business participant | \$10,000 |

In February 2018, Australia’s organic industries agreed to establish a new peak body that is the voice for Australia’s organic industries in regard to policy and market access. Organic Industries of Australia is now the industry’s forum for developing policy positions, facilitating market access improvements, and consulting with Government on policy matters.

Organic Industries

Voice of Australia's organic industries



Market analysis—Know the target market

- On-line and on-shelf analysis of product and its competition
 - identify the key characteristics, trends and drivers of the product category
 - conduct a distribution analysis of key channels
 - conduct a supply chain analysis
 - identify potential customers and distributors
- Use publicly available data or undertake deeper analysis with Euromonitor’s global network of researchers and analysts



Export Connect builds export capacities in businesses to drive export sales. They have skills, connections and expertise acquired over 20 years to help businesses select the right market, connect to

Access analysis—Understand the impediments

- Understand market and regulatory requirements that hinder market access:
 - market environment (economic, political, environmental, technological)
 - market access requirements (free trade agreements, tariffs, quotas, food safety)

Did you know?

Your business costs to participate in this program may be defrayed through State Government industry or export programs. We may be able to help you access these programs.

Get market ready

Export Connect tailored export capability program:

- market specific workshop for the potential Australian organic exporters with practical export and market readiness content
- document gaps in market readiness for industry participants
- recommend training and up-skilling required and most cost-effective delivery options
- a market visit, with relevant presentations, supermarket visits, in-market Austrade and State representatives, B2B connections with retailers, distributors, eCommerce
- Q&A panel discussion and review on return to Australia

A Market Opportunity report to bring everything together



Policy Partners is the manager of this OFA project. They work with organisations to lift performance, focussing on strategy, policies and governance.



Australian Government
Department of Agriculture and Water Resources

This project is co-funded by the Australian Government’s Agricultural Trade and Market Access Cooperation program