



**The Hon. David Littleproud MP**  
**Minister for Agriculture and Northern Australia**  
**Deputy Leader of the Nationals**

**M E D I A R E L E A S E**

Monday 26<sup>th</sup> July 2021

**Nuts about market expansion**

- **\$550,000 awarded to the Australian Nut Industry Council to assist with market expansion, diversification and sustainability.**
- **The project will look to build on our clean and green reputation to grow Australian exports.**

The Australian Nut Industry Council (ANIC) has received a \$550,000 grant from the Australian Government to implement a trade and market access expansion program.

Minister for Agriculture and Northern Australia David Littleproud said the grant would put in place a two-pronged strategy to increase the market share for Australian nut growers.

“The project will draw on industry research into high-growth markets for Aussie nuts including the UK and India,” Minister Littleproud said.

“The Australian Nut Industry Council will use the information to look at market research, including consumer behaviour, supply chains and currency risk.

“The funding will also look to take advantage of our international reputation for safe, quality and sustainably produced agricultural goods.

“This will include climate change adaptation, biosecurity, water use, soil and product traceability.

“Together, these two projects will enable consumers to know that they are buying a high-quality, sustainably produced product.”

Executive Officer Cathy Beaton said the grant was a chance to validate the industry’s reputation both overseas in the evolving marketplace expectations.

“In order to sustain a larger export industry, we need to have new and innovative techniques at home,” Ms Beaton said.

“One of the best things we can do is develop an on-farm measurement and reporting framework and improve whole-of-industry reporting.

“We know that Australian products are of excellent quality. We know that Australian farmers have sustainable processes.

“What this will do is provide iron-clad evidence to reassure the consumer.”

**Fast Facts:**

- **ATMAC grants have been awarded under the Australian Government’s Agri-Business Expansion Initiative (ABEI).**
- **The Australian government has invested \$72.7 million through ABEI to help Australia’s agricultural, forestry and fisheries industries diversify and expand their export markets.**
- **Australian nut industry value of production was \$1.14 billion in 2019/20.**
- **In 2019/20 Australia exported more than \$1 billion worth of nuts.**

Media Contact: 0455 448 985