

## ONLINE TRAINING COURSE

# Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets

The AUSVEG logo is positioned in the top right corner of the header. It features the word 'AUSVEG' in a bold, white, sans-serif font. A white swoosh underline is positioned beneath the letters 'V', 'E', and 'G'. The background of the logo area is a grid of various international flags.

Are you a vegetable grower looking to commence exporting and are interested in exploring new opportunities to export your product?



### Overview

AUSVEG and the Export Council of Australia have developed an online vegetable industry specific export readiness training program. The Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets course is customised to the Australian vegetable industry to provide foundational training for growers to understand a broad range of topics relating to international trade for fresh produce. This course will provide growers with the information needed to progress to becoming export ready.



### Who should register?

The Export Fundamentals for Australian Fruit & Vegetable Growers training program is suitable for the following National Vegetable Levy paying growers:

- Vegetable growers not currently involved in exporting
- Vegetable growers who do export but want to improve their export knowledge
- Experienced vegetable exporting businesses who want to develop the practical export skills of staff members



### Course Content

The Export Fundamentals for Australian Fruit & Vegetable Growers training program contains the following 11 e-learning modules:

- **Module 1:** Why Export
- **Module 2:** Vegetable Export Overview
- **Module 3:** Export Readiness
- **Module 4:** Market Access & Market Research
- **Module 5:** Vegetable Industry Market Access
- **Module 6:** International Market Entry
- **Module 7:** International Marketing & Meeting Customers
- **Module 8:** Export Documentation
- **Module 9:** Freight & Logistics
- **Module 10:** Finance & Pricing
- **Module 11:** Pathway to Exporting Vegetables



### Course Features

The Export Fundamentals for Australian Fruit & Vegetable Growers training program has been developed to increase knowledge about exporting through:

- Customised content that is tailored to aspiring fresh produce exporters
- Interactivity to enhance learning outcomes
- Videos on selected topics to highlight important information
- Practical grower examples and case studies
- Q&A's in each module to deepen understanding
- Flexible functionality to access the content via computer, tablet or smartphone



### How to Register

To register for the Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets online training program, growers should complete the online registration form on the AUSVEG website: [ausveg.com.au/export](https://ausveg.com.au/export).

For further information, please contact the AUSVEG Export Department on 03 9882 0277 or [export@ausveg.com.au](mailto:export@ausveg.com.au).

- **Course registration is free for levy-paying vegetable growers**