Enhancing Agricultural Traceability to Build Trust, Market Access Growth, and Sustainability Across Southeast Asian Markets

Australian Government
Department of Agriculture, Fisheries and Forestry

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Mission

This project aims to deepen Australia's understanding of the vital trust, traceability, and sustainable credentials necessary for enhanced traceability within export market channels, while also exploring barriers to adoption and avenues for improving Australia's agri-food traceability systems. These improvements are essential for reinforcing Australia's competitive position in Southeast Asian markets. With a primary interest in Southeast Asia, we will investigate crucial elements, including origin verification, food safety, sustainability information, brand information, digital requirements, trading information, and other requirements that our Southeast Asian trading partners are seeking.

Scope

We will conduct numerous face-to-face interviews and ongoing engagement with influential stakeholders from both the public and private sectors in Vietnam, Thailand, Indonesia, and Singapore. Through these interactions, we aim to uncover vital insights, identify critical issues, and seize opportunities for the mutual enhancement and integration of traceability initiatives. With willing chain partners, we will work together to demonstrate improvements through four pilot projects engaging Australian exporters. These projects will align Australian products with consumer preferences, strengthen credentials, and elevate market positioning and demand in Southeast Asian markets.

Project Partners

The Centre for Global Food and Resources (GFAR) at the University of Adelaide is renowned for its expertise in creating and applying knowledge on secure and resilient global food and resource systems. Since its establishment in 2014, the Centre has built a strong track record in specialised research, supported by a team with extensive academic, private sector, and policy experience.

Trust Provenance (T-Provenance Pty Ltd) an Agtech start-up (2017) has significantly contributed to the traceability and sustainability ecosystem within Australia's agricultural landscape, demonstrating strong industry involvement. The platform integrates data points along the value chain from paddock to plate, enabling heightened integrity across food safety, traceability, biosecurity, quality and provenance.

Centre for Global Food and Resources

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What's in it for Key Stakeholders?

Producers: Establishes a clear pathway to enhance product traceability, ensuring compliance with export market standards. By focusing on origin verification, food safety, and sustainability, it opens new avenues for sales generation and market expansion.

Retailers: Enhances product traceability to meet export standards through origin verification, food safety, and sustainability. It opens new sales avenues and improves supply chain visibility. Retailers can provide consumers with detailed product origin and sustainability information, leveraging Brand Australia and increasing trading efficiencies with digitized product data and enhanced consumer engagement via traceability analytics.

Consumers: Consumers will have access to trustworthy, transparent information about the origins and sustainability of the agricultural products they purchase. This project ensures that consumers in Southeast Asia can make informed decisions based on reliable data related to food safety, origin, and sustainability.

Regulators/Government agencies: A framework for enhancing food safety and quality assurance. It supports government initiatives to foster sustainable agricultural practices and strengthen trade relations with key Southeast Asian partners. Streamlining export/import compliance by implementing and enhancing product data standards.

Exporters/Importers: Will benefit from smoother transactions and more efficient supply chain management. Real-time traceability data ensures the quality and authenticity of shipped products, reducing the risk of recalls or rejections.