Australian Government
Department of Agriculture, Fisheries and Forestry

Prioritisation of technical market access requests for plants and plant products

The Department of Agriculture, Fisheries and Forestry (DAFF) prioritises market access requests to ensure effort is directed towards activities most likely to advance Australia's agricultural trade objectives. DAFF receives market access requests through Horticulture Innovation Australia Limited (Hort Innovation), Grains Australia, or directly from peak industry bodies* outside these organisations, for DAFF to consider and prioritise.

	Application	Assessment	Submission
Grains Australia process	Grain/pulses/oilseed peak industry body** submits a market access application via Grains Australia website. (**Includes wheat, barley, oats, pulses, and oilseed industries).	Grains Australia's Trade and Market Access Team works closely with applicants and wider industry to determine priority ranking in relation to other Grains Australia requests.	Grains Australia supports members with high priority and immediately viable requests to prepare submission for provision to DAFF.
Hort Innovation process	Horticulture industry member develops market access application following initial discussion with Hort Innovation/DAFF and submits via Hort Innovation website.	Hort Innovation screens applications against eligibility criteria. The *International Market Access Assessment Panel* (IMAAP) evaluates eligible applications. Endorsed applications proceed to country-specific pools.	Hort Innovation provides IMAAP-endorsed applications to DAFF for inclusion in the relevant country pool and national prioritisation.

Process for other plant industries

Other industries such as rice, fodder, stockfeed, seeds and timber to submit request directly to DAFF (preferably from peak industry body) via mcs@aff.gov.au

DAFF prioritisation

Prior to finalising market access with a trading partner, or in deciding to change current priorities, DAFF advises industry the prioritisation process will shortly recommence. This enables any updated information or new applications from industry to be considered.

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.

Peak industry bodies are typically national representative organisations for a specific industry.

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Department of Agriculture, Fisheries and Forestry

Plant market access prioritisation

DAFF works to achieve 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

Hort Innovation and Grains Australia provide DAFF with key market access priorities for respective commodities to particular export markets.

- Non-levy-paying horticulture industries may also submit requests to Hort Innovation.
- For plant products not covered by Hort Innovation or Grains Australia, 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

Principles

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).

Meet the **department's strategic objectives** including to support sector growth

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.

Take into account **practical considerations** that could impede the successful negotiation of the market access request, including resourcing.

Criteria

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.
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 feasible	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.

3 Decide

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

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.

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Plant market access priority review

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).

Triggers

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

Outcomes

- The department continues progressing the market access request as usual.
- Industry provides the department with additional information to progress the market access request.
- The department narrows scope of the request to achieve a more satisfactory result.
- The department 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.