Non-Tariff Measures – Umbrella

[Images move through of an oyster lease, a tractor pulling a trailer through cane fields, and a vineyard on the right while Fiona Simson talks to the camera on the left and text appears: Fiona Simson, President, National Farmers’ Federation]

Fiona Simson: Around the world Australian farmers are known for growing produce of the highest quality.

[Image continues to show Fiona talking on the left while images move through on the right of a male shearing a sheep, and the camera zooms in on the male shearing the wool from the leg of the sheep]

Australian agriculture is a growing industry with total exports estimated to reach a value of over $52 billion by 2019.

[Image changes to show Fiona talking on the right of the screen while images move through on the left of a tractor moving between rows of vines, and a picker lifting a crate of grapes and stacking it]

The removal of tariffs under recent free trade agreements has made Australian agricultural exports even more competitive in major global markets.

[Image changes to show Fiona talking on the left of the screen while images move through on the right of the screen of a worker cleaning and opening oysters]

More than ever our ability to meet the import requirements of international trading partners is key to continuing the growth of our agricultural industries. These requirements are often called Non-Tariff Measures.

[Image changes to show Fiona talking on the right and images move through on the left of the screen to show wire trailers full of cut sugar cane, and a harvester pouring cut cane into the trailers]

However, where these requirements are overly costly or form a barrier to trade, we’re working with the Australian Government to remove or reduce their impact.

[Image changes to show Fiona talking on the left while images move through on the right of a male sampling wine from a barrel, the wine in the glass, a row of barrels, and a vineyard]

Industry and the Government are working to build a sustainable future for agricultural exports by ensuring these Non-Tariff measures are fair and reasonable.

[Images move through of a vineyard devoid of foliage in winter, sugar cane fields at different stages of maturation, an oyster lease, and a boat moving through the water]

Narrator: All countries that participate in trade including Australia apply Non-Tariff Measures or NTMs to help facilitate and regulate trade.

[Images move through of data being written on a sheet, a digital readout, oysters falling from a conveyer belt, oysters being opened, and a metal hatch being opened to allow oysters to fall through]

NTMs are requirements that exported products must meet before they can be accepted by an importing country.

[Images move through of oysters moving along a conveyer belt, a crate of freshly picked grapes, the grapes being checked, oysters packed on trays ready for market, and a wine barrel]

NTMs on food and agricultural products ensure that imported products are safe and healthy for consumers.

[Images move through of a pest monitoring chart for table grapes, red grapes being packed into Styrofoam boxes, red grapes on a table, and people checking the bunches of red grapes]

They protect countries from harmful pests and diseases that could be carried on imported goods and they help meet specific customer requirements.

[Images move through of stacked boxes of grapes, and a facing view of a farmer walking between the rows of vines in a vineyard]

NTMs can be applied at any step of the supply chain.

[Images move through of a rear and then facing view of the farmer walking through the vineyard, the farmer looking at a bunch of grapes on the vine, and the grapes being checked in a Styrofoam box]

Making sure produce is clean and disease-free when it leaves the farm is an example of an NTM.

[Images move through of a female doing testing in a lab, a male operating the control panel on the back of a truck, the Chinese label on a box of grapes, and the male operating the control panel again]

Other examples include testing products for residue levels before export and checking that container labels are in a language understood by customs officers and consumers in the destination country.

[Image changes to show a forklift moving a pallet of grapes into a cool room, a conveyer belt moving cut sugar cane, and the sugar cane moving through the various stages of the sugar mill]

For most Australian producers and exporters of agricultural commodities, NTMs are a normal part of doing business.

[Images move through of oysters being released from a hatch, oysters on a bench, oysters being washed and opened at a sink, oysters packed on tray, and then a male sampling wine from a barrel]

Producers may not even realise that they are addressing an NTM. Commercial requirements, which may apply in addition to NTMs, are a type of requirement that allows Australian producers to differentiate their products in international markets.

[Image changes to show a mob of sheep running in a paddock and then the image changes to show sheep penned up in a shed]

Most NTMs are reasonable and adhere to international standards for the trade of goods.

[Image changes to show a fleece being thrown, skirted, rolled up and then classed]

Although we understand that they can have an impact on exporters, add costs and can occasionally seem unscientific or unnecessary.

[Images move through of a sample of wine being poured into a glass and then swirled around, a stack of barrels, oysters being processed, a sheep being shorn and a staple of wool being stretched out]

We are collaborating with industry to identify and address NTMs through negotiation with trading partners and by encouraging technical and commercial solutions.

[Images move through of pallets of grapes being moved in a cool room, a sugar cane train moving through the cane fields, and the Australian Government Department of Agriculture and Water Resources logo appears above the web address: <http://www.agriculture.gov.au/market-access-trade/non-tariff-measures>]

To find out more about NTMs, or to watch videos explaining how NTMs are applied to specific products, visit the Department of Agriculture and Water Resources website.