Non-Tariff Measures – Sugar

[Image appears of sugar cane fields, sugar cane being poured into a bin from the harvester, and the sugar cane in a wire railway container on the right and Fiona Simson talking to the camera on the left and text appears: Fiona Simson, President, National Farmers’ Federation]

Fiona Simson: Australia produces some of the highest quality sugar in the world with annual production forecast to reach almost 5000 kilo tonnes by 2019.

[Image changes to show Fiona on the right talking to the camera while images move through of sugar cane being processed at the sugar mill]

Almost 80% of this sugar will be exported in 2019, worth over $1.5 billion.

[Image changes to show a close-up of Fiona talking on the left of the screen while images move through of the sugar being processed through the mill on the right]

With such a large amount of sugar entering into national markets, it is vital that producers can meet the Non-Tariff Measures of importing countries.

[Image changes to show Fiona talking on the right of the screen while images move through on the left of the screen of the sugar being checked for quality by a female lab worker and then sugar moving along a conveyer belt]

But where Non-Tariff measures unnecessarily restrict trade or impose unreasonable costs on our exporters we’re working with the Australian Government to remove or reduce their impact.

[Image changes to show Fiona on the left of the screen while images move through on the right of the screen of the sugar being processed through the mill]

Together the Australian Government and industry are working to ensure Non-Tariff Measures are fair and reasonable so we can continue to deliver quality sugar to markets around the world.

[Image changes to show fields of bright green sugar cane and then the image changes to show the cane being harvested and then a tractor moving through the fields of cane]

Narrator: Australia is known for producing some of the highest quality sugar in the world.

[Images move through to show a female testing the sugar in the lab, a digital read out on a machine, and sugar moving through a machine on a conveyer belt in the mill]

Non-Tariff Measures, or NTMs, are an important part of the supply chain for the export of raw sugar.

[Images move through of milled sugar flowing from a conveyor belt into a hopper, sugar cane being harvested, sugar cane being put into bins and then moving along a conveyer belt and text appears: Testing for purity is a government NTM in some markets]

Measures such as testing for sugar purity and quality allow importing countries to be certain that the product they are receiving is not only of a high quality, but also meets strict safety standards.

[Images move through of cut sugar cane being pulped, the pulp moving through the milling process in the factory and green sugar cane in a field and text appears: Provision of sucrose percentage is a commercial requirement]

Australia's sugar millers also strive to meet commercial requirements such as providing customers with the correct sucrose percentage for the raw sugar's end use.

[Images move through of fields of sugar cane and feathery tops of sugar cane waving in the wind and then the camera pans over the fields of sugar cane again showing crops in different stages of maturity]

NTMs are used by countries, including Australia, for a range of legitimate reasons, including protecting biosecurity and consumer safety.

[Images move through of a view looking down on the sugar cane and then a small locomotive pulling a long line of open carriages along a narrow-gauge railway]

Where NTMs are seen to be a barrier to trade, the Government is working with industry to consider how to best address them.

[Image changes to show Jeff leaning on the back of his ute in a freshly tilled field and then images move through of Jeff talking, and fields of sugar cane and text appears: Jeff, Sugar Cane Farmer]

Jeff: I'm a third generation sugar cane farmer in North Queensland. It takes about 12 months to get a crop from when we plant.

[Image changes to show a tractor towing a chaser bin alongside the harvester as it mows down rows of cane and then the screen shows two images showing an aerial and a side view of the harvester working]

So, the harvester travels up the row, there's a butt lifter which picks up the bottom, which takes it into the harvester.

[Images move through of aerial views of the harvester in operation, the cane being transported by a rail running through the cane fields, the locomotive engine, and a view looking up underneath the locomtive as it moves]

There's about 500km or 600km of narrow gauge track running through this district, so all the cane that's cut in this district gets to the mill by rail.

[Image changes to show Adam standing outside the mill and then the screen changes to show two images, the cane moving along a conveyer belt on the left and an animation of the sugar cane process on the right and text appears: Adam, Regional Operations Manager]

Adam: So, the cane enters the factory from the paddock.

[Image changes to show a female testing the sugar in a lab and writing results on a worksheet]

It's roughly 15% sugar, 15% fibre, and the rest is water.

[Image changes to show Adam talking to the camera]

And we weigh it at the weighbridge and tip it into the milling train.

[Image changes to show the lab worker again, testing the sugar and recording data on a worksheet and then the image changes to show the pulp moving down a conveyer belt]

We weigh the cane and we analyse the sugar content, then we send the cane to the shredder.

[Images move through of the cane moving through the shredder]

The shredder smashes up the cane and prepares it so that we can squeeze the juice out of it.

[Image changes to show a worker sitting at a bank of monitors analysing data and checking the different stages of the process on live feeds and then the camera zooms in on the worker’s face]

The juice goes over to the process house, where we clarify the juice.

[Image changes to show the pulp moving along a conveyer belt in the mill and then pouring down into a bin below]

We concentrate it from around 15% sugar to 70% sugar.

[Camera zooms in on the sugar moving along a conveyer belt]

Australian sugar's the best in the world because of its quality parameters.

[Image changes to show Adam talking to the camera and then the image changes to show the sugar moving through the mill on a conveyer belt and text appears: Short processing time is a commercial practice]

We can compete with the overseas people because of the harvesting sector, and we're able to harvest the cane and crush it in a very short period.

[Image changes to show the sugar moving through a tunnel in the mill on a conveyer belt and then the image changes to show Adam talking to the camera and text appears: Testing can be both a government NTM and a commercial requirement]

For final sugar quality, there's ten parameters that the factory controls, the main ones being sugar Pol, moisture and reducing sugars.

[Image changes to show sugar moving through the factory and then the image changes to show Jeff talking to the camera]

Jeff: People are wanting Australian sugar because they know the quality of Australian sugar.

[Image changes to show the feathery tops of the sugar cane waving in the wind and then the image changes to show the sugar bins being pulled along the track through the fields by a locomotive]

And I think that's a big selling point that we've got in Australia is the quality that we've got and the way it's grown.

[Australian Government Department of Agriculture and Water Resources logo appears on a black screen above the web address http://www.agriculture.gov.au/market-access-trade/non-tariff-measures]

Narrator: To find out more about the Government's work on NTMs, visit the Department's webpage.