**Transcript of the Critical Friends Video**

**Hermione Parsons:** Traceability is absolutely fundamental to our future. It is fundamental in the domestic market, it’s fundamental in terms of import, and it is fundamental of course, in terms of export. So we really need to lift up, and move and create new systems that allow us to compete globally, fast.

**Tania Chapman:** Horticulture sits in an amazing position right now, with opportunities especially with our close trading partners in Asia. The work that is being done with our free trade agreements have certainly opened up those doors. But obviously with any opportunity there comes risks and traceability and not having the right systems in place is one of those risks.

**David Crombie:** Traceability is important we export 70% of what we produce in Australian agriculture, and we are out there in an intensively competitive market place. We don’t want to be in the bargain basement, we want to be competing at the higher level, where people have higher incomes have higher expectations that we can meet. To do that, we need to trace that product and guarantee its consistent quality.