



SPC takes clean, green Australian produce to China

31 January 2018

SPC is expanding its global footprint today, launching for the first time into China with its Goulburn Valley and SPC fruit brands. Announced in partnership with China State Farm Agribusiness Shanghai (CSFA Shanghai) at a formal signing ceremony in Shanghai, this major milestone demonstrates SPC's continued momentum and the growing demand in China for Australian produce.

"In our 100th year, we are thrilled to be able to bring our premium Goulburn Valley & SPC packaged fruit to the largest consumer market in the world," said SPC Managing Director Reg Weine. "China represents a significant business opportunity for SPC in the years ahead, and this is an important step in realising our growth strategy."

As well as being two of Australia's most recognised, loved and trusted food brands, the products we are taking to China come straight out of the Goulburn Valley – the renowned food bowl of Australia. We aim to leverage this reputation, as well as our heritage and provenance when launching our brands in China," adds Mr Weine.

CSFA Shanghai, is part of the CSFA Group Corporation, will be SPC's master distributor in China. According to Mr Weine, "it takes significant time and resources to build brands in overseas markets and CSFA Shanghai has the dedicated personnel, sales and marketing support we need to build our brands on the ground, as well as the distribution capability to reach China's burgeoning middle class."

Zhao Qingyong, General Manager, China State Farm Holdings Shanghai Corp said, "We have established strong business relationships with several Australian companies and we are very pleased to be partnering with SPC to continue developing successful businesses in China".

To give the brand a consumer face in this new market, SPC has appointed Ye Yiqian, a well-known celebrity, singer and actress, as its brand ambassador for China.

"Ye Yiqian has already injected a great amount of personality and style into our brands ahead of our launch into the Chinese market," said Mr Weine.

Her passion for cooking, love of food, and her deep connection with aspirational Chinese consumers is something we believe will be advantageous for our launch and will help contextualise our products for this new audience."

SPC's plans include bringing its premium branded products to Chinese consumers through high-end supermarkets, speciality retailers and leading on-line and e-commerce platforms.

"It's about taking our market leading brands into markets where provenance plays a part and there is a large enough consumer segment that is affluent and willing to pay a premium for Australian produce. The Chinese market is five times the size of the Australian processed fruit market, which makes this a huge opportunity," Mr Weine concludes.

Victoria's Acting Minister for Trade and Investment John Eren, says: "SPC is a great Victorian company – and we're proud to back them as they continue to expand into new markets and export our world class produce."

SPC has been successfully exporting to international markets for more than 90 years, including in the USA, UK, Europe, Southeast Asia, Japan and the Middle East.



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About SPC

SPC is Australia's largest and number one producer of premium packaged fruit. Our famous brands include SPC, Goulburn Valley, Ardmona, IXL, Perfect Fruit, SPC ProVital and Taylor's. Australians have trusted and loved our market-leading brands for 100 years.

We have been committed to producing food grown and made in Australia for a century. We preserve delicious fruit and vegetables grown in Victoria's Goulburn Valley region – the food bowl of Australia

We have had a strong relationship with Goulburn Valley growers and the wider local community since 1918. When you purchase our products, you help create a sustainable future for local farming families, businesses and their employees.

About China State Farm Agribusiness (CSFA)

CSFA is a wholly owned subsidiary of China National Agriculture Development Group Corporation. It is the only Chinese state-owned corporation that operates in the production of agriculture, animal husbandry and fisheries.

CSFA has extensive operations in the major agricultural regions of China, including the trade and distribution of agricultural inputs and high-end consumer products. CSFA Shanghai have established successful business relationships with several Australian companies including A2 Milk and A2 Platinum Infant Formula and Stanbroke Premium Beef.