

SAMPLE - MELONS DIRECT FROM DARWIN TO SINGAPORE

Strengths	Weaknesses
<ul style="list-style-type: none"> • Darwin growing window - May -October • Central Australia growing window - Nov-Dec & April-May • Dry growing conditions with high quality outturns • Active Industry Association - Melons Australia • Ability to grow melons that have a shorter shelf life due to market proximity • Australian melons are perceived to having a higher quality compared to Asian competitors 	<ul style="list-style-type: none"> • Having limited ability to compete in price with Thai seedless watermelons • Perceived lack of flavour and melons being too firm with long shelf life varieties • Bulk bins of watermelons have a % of spoiled fruit due to lack of support during sea freight travel • Lack of freight forwarder expertise and exporters out of Darwin
Opportunities	Threats
<ul style="list-style-type: none"> • Retailers in Singapore would prefer to source direct from growers reducing costs along the supply chain • Close proximity from Darwin to Singapore compared to international competitors (Mexico, Honduras) • Utilising sea freight - unlimited capacity. • Increased production in Central Australia. • Small rockmelon market opportunity approx. 2 tonne per week and growth for further capacity • Smaller boutique/niche retailers such as Jason's, Little Farms and Market Places have the ability to move good volumes of product at premium prices 	<ul style="list-style-type: none"> • Bio-security disease events • Food Safety occurrences and management to Australian brand image • Southern Australia production overlapping with NT growing window • New players investing in the NT from Southern States or International investment resulting in over supply and low pricing • Cost of production, increasing - labour/ input costs , lack of logistic capability • Not understanding other competitors in the market with capacity and pricing • New regulations from Singapore Food Agency regarding trade level recall where fruit consignments are broken up and trans-shipped to other countries - traceability requirements