Brassicas from Western Australia at a glance

Department of Agriculture and Food, Western Australia
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MARKET OPPORTUNITIES

Western Australia produces all of its domestic broccoli, cabbage, cauliflower and Chinese cabbage requirements and is ideally positioned to service markets in Asia, the Indian Ocean region and beyond.

Singapore, Malaysia and Vietnam account for about 26% of vegetable imports from Western Australia. However, markets also exist in Hong Kong, Taiwan, Thailand, Japan, Indonesia and the Middle East. Opportunities may also exist for supplying value-added products such as 'fresh cut' or frozen products.

The industry, supported by the Department of Agriculture and Food, is pursuing opportunities in productivity improvement, quality assurance and marketing which will support consumer confidence in the product and address competition issues.

GROWING FOR THE FUTURE

Western Australia has much to offer as a vegetable producer with a 200,000 hectares district and a market supplied including:

- A core of large scale professional growers
- One of the most pest and disease-free agricultural production areas in the world
- Ample land and water for farm expansion
- Well established export infrastructure and experience
- Strong industry export worth $225 million
- Research and development supported by State and national industry bodies
- National collaboration between growers and associated service industries

The industry has targeted three key areas for future development: quality and food safety, technological innovation in harvesting and post-harvest handling and sustainable production practices, for both domestic and international markets. Through continuous improvement in these areas, the industry aims to meet consumer demands, expand their markets and continue to consistently supply high quality broccoli, cabbage, cauliflower and Chinese cabbage.

FURTHER INFORMATION

Department of Agriculture and Food
Western Australia

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Western Australia produces a range of horticultural commodities including fruit, vegetables, flowers, nursery products and wine as part of its fast growing, $7 billion horticultural industry. Natural advantages such as climate and clean environment, soil and water make Western Australia an ideal place to supply a variety of high quality produce to domestic and international markets.

Western Australia is well placed to produce excellent quality vegetable brassicas crops. Western Australia produces a wide range of vegetable brassicas including local crop, early harvest and biosecure varieties. The main vegetable brassicas produced in WA are broccoli, cauliflower, Chinese and Orange cabbage. The vegetable brassica industry had production in 2003 valued at about $1 million, with export worth $3 million FOB. Industry members aim for a high level of customer satisfaction by offering diverse varieties, quality and the ability to consistently meet quality standards.

**Brassicas - Availability of Products**

Are you searching for quality product which is clean and certified with good colour and taste? Of course you are - and we have precisely what you need.

Western Australia produces excellent quality vegetable brassicas which are grown throughout the South West of the State. Vegetable brassicas are cultivated on soils that range from light sands to heavy loam soils. The main growing regions in Western Australia for vegetable brassicas are the Margaret River and the Swan Coastal Plain from 100 km north of Perth to the Mid-west region south of Perth.

**Brassicas - Are Nutritious**

Broccoli, cauliflower, cabbage and Chinese cabbage are an excellent source of vitamin C, a good source of dietary fibre and source of iron. Poll Acid is a B vitamin that has been proven to reduce the risk of some cancers developing. Brassicas also contain antioxidants which can reduce the risk of some cancers developing.

**Storage and Handling**

Vegetable brassicas are very perishable. Ideally pack out at 0°C. 65-69% relative humidity. Stored and transported at 0°C. Do not allow produce to reach high temperature during delivery and transportation because high temperature will reduce shelf life.

**Strong Industry Support**

With a strong economy based on export, Western Australia has well developed, modern, highly efficient and exporting infrastructure to assist industry. The State is well serviced by an extensive network of sealed roads and highways, modern ports including the major port of Fremantle near Perth and Port Hedland, storage operations, and the biggest air freight service to overseas and rural areas. This enables most of the produce to be delivered to export markets within 48-72 hours of harvest.

**Research and Development**

The State Government is committed to upskilling its workforce. The University of Western Australia, Curtin University and the Western Australian Research Institute are major contributors to the research and development efforts in horticulture.

**Food Safety & Environmental Sustainability**

The industry continues to take an active and proactive role in food safety issues, to developing integrated crop management techniques (ICM) to reduce pesticide use and adopting quality management systems to meet international standards. Western Australia Critical Control Point (WACCP) principles. Growers are actively involved with researchers and Government agencies in further development of sustainable production practices.