

Title Is alive-or-dead enough? or: what is quarantine market access R&D?
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Abstract

Developing new postharvest treatments that guarantee our horticultural produce is free from quarantine pests is only part of the story. There are vitally important issues relevant to their acceptance by the targeted importer. Is there a demand for our product? Can we supply the volume, quality, size, colour the market demands? If we use a new postharvest pesticide is it registered in both Australia and the export destination? Can we supply at the right time for the importing consumer? Are there competitors for the supply of this product? Are there other insects/diseases/weed species that need to be addressed? Pest Risk Assessments (PRA) may be necessary for use in preliminary bilateral trade discussion. If a new technology is developed is there a capacity or desire for it to be commercialized? Will there be an added cost to consumers? Will they pay for it? When conducting research we should know if our experimental protocols are acceptable to those who examine our export submissions. Most countries and even Australian states vary in their requirements for how the research should be carried out and reported. Some have standards and others have more informal arrangements. Some importing authorities require detailed information on the insect used in laboratory studies: where it originated, how long it has been in laboratory culture, how it is fed and watered. Other regions need only a PRA plus published research. Importers may want data on the effects of the new treatment on product quality or nutritional status.