

Nerada

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Australia-UK FTA Coordinator
Regional Trade Agreements Division
Department of Foreign Affairs and Trade
RG Casey Building, John McEwen Crescent, Barton ACT 0221
Email: ukfta@dfat.gov.au

Submission to the potential Australia-United Kingdom Free Trade Agreement (AU-UK FTA)

Greetings from Nerada Tea. We welcome the opportunity for this submission to an all-important bilateral trade agreement, a potential AU-UK FTA.

For UK tourists visiting Far North Queensland and the Great Barrier Reef regions - Nerada Tea's pristine tea estates, west of Cairns (in the idyllic Atherton tablelands), and home to the exotic and endangered Lumholtz's Tree Kangaroos, could be potentially a 'must do' in tour itineraries.

As Australia's largest tea plantation company, manufacturing 100% Australian Black tea, and arguably the only exporter of Australian Black tea, we are excited at what lies ahead for the Nerada Brand. Our common historical ties, similar tea consumption habits make compelling reasons for Nerada Tea to consider the UK as its first export destination for its retail tea products.

While Australian tea production, exports vis-à-vis global volumes is rather insignificant, the United Kingdom as the world's fourth largest tea importer, presents itself as a most favoured destination for Nerada Tea.

Over the last 50 years, Nerada Tea's operations have been largely self-funded, without any departmental subsidy, and the last few years have indeed been very tough. A volatile global trade, Australian market dynamics, and no reciprocal tea import tariffs have made it highly uncompetitive for local producers to survive in Australian mainstream retail. Therefore, exporting retail value-added tea products overseas is an imperative to shore up Nerada Tea's future sustainability.

Currently, we are working on an UK focused export strategy for Nerada Branded retail products. This would include an impressive range of retail black tea blends, organic tea variants and probiotic teas to begin with. In due course, we will consider looking at strategic supply partnerships for Bulk tea and other value-added Tea products in the pipeline.

We welcome every possible support from both governments on the trade and tourism fronts and seek further on the ground support from the United Kingdom to help us achieve our objectives.

Kind regards,


Andrew Weavers - Managing Director

Nerada Tea Pty Ltd

Head office: 1/47 Overlord Place, Acacia Ridge QLD 4110
PO Box 1420, Sunnybank Hills, QLD Australia 4109
TEL: + 61 3272 0444, FAX: +61 3272 0243, ABN 59 055 076 849
EMAIL: info@neradatea.com.au, W: www.neradatea.com.au