



Pacific
Trade Invest
AUSTRALIA

AUSTRALIAN MARKET GUIDE ROOT CROPS

A BLUE PACIFIC PORTAL RESOURCE

www.pacifictradeinvest.com

AUSTRALIAN MARKET GUIDE

ROOT CROPS

This guide aims to support potential Pacific root crop exporters to understand the Australian market, and the relevant import requirements they must meet to enter it.

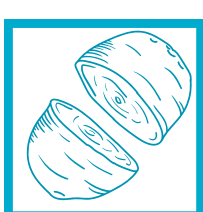
WHAT ROOT CROPS SELL IN AUSTRALIA?

Australia's main root crop imports from the Pacific are taro, cassava, yams. In 2024, Australia imported:



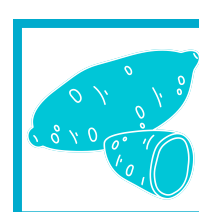
TARO

A\$13M worth of taro in total
A\$10.8M worth of taro from the Pacific



CASSAVA

A\$5.2M worth of cassava in total
A\$2.9M worth of cassava from the Pacific



YAMS

A\$2.2M worth of yams in total
A\$527k worth of yams from the Pacific

For more Australian import information, refer to PTI Australia's 'Australia's Imports from the Pacific: A Review'.

Root crops enter the Australian market in both fresh and frozen formats. While precise market share data is limited, frozen products are increasingly gaining share, largely due to lower price points and greater supply-chain efficiency. For exporters, frozen formats offer clear advantages.

Processing removes live pests, helping to bypass many fresh-product biosecurity hurdles, and frozen products are better suited to cost-effective bulk sea freight. Standardised 1kg retail packaging also supports more consistent supply into specialty retailers.

WHO BUYS ROOT CROPS IN AUSTRALIA?

Demand is driven primarily by Pacific Islander, Southeast Asian and African diaspora communities, reflecting cultural food preferences and established consumption patterns. Pacific affiliated wholesalers play a central role in importing and distributing root crops to specialty retailers across Australia.

For exporters looking to enter or expand in the Australian market, buyers place strong emphasis on consistency of supply, product quality and competitive pricing. These factors are critical to building and sustaining long-term relationships with Australian wholesalers and retailers.

MAINTAIN CONSISTENCY OF SUPPLY

Sustainable market entry relies on more than a single successful shipment. Australian retailers and wholesalers operate on tight inventory cycles; therefore, maintaining a reliable, consistent volume of product, particularly during seasonal shifts, is critical to building long-term trust and securing shelf space.



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WHAT ARE AUSTRALIA'S BIOSECURITY IMPORT REQUIREMENTS ON ROOT CROPS?

Australia requires root crops to be pest-free, soil-free, and compliant with all relevant biosecurity import conditions. These conditions are developed and managed by the Department of Agriculture, Fisheries and Forestry (DAFF) through the Biosecurity Import Conditions (BICON) system, while food safety standards for imported produce are overseen by Food Standards Australia New Zealand (FSANZ).

Key BICON requirements state that root crop products must be:

- Pest, soil, and disease-free.
- Accompanied by a mandatory Phytosanitary Certificate issued by the exporting country's National Plant Protection Organisation (NPPO). A list of NPPOs across Forum Island Countries is provided in Annex 1.
- Accompanied by accurate import permits.
- Packaged in clean, new, and pest-proof materials, excluding recycled boxes or organic materials such as husk sacks.
- If frozen, products must be kept frozen at -18°C for 7 days before they are ready for export to Australia.

Learn more via these links:

DAFF provides a central hub for importers of goods into Australia, outlining biosecurity and food safety rules, along with each of the steps and requirements that apply.

[IMPORTING TO AUSTRALIA](#)

Australian Biosecurity Import Conditions and Food Safety Requirements database sets out Australia's biosecurity import requirements for more than 20,000 plants, animals, minerals, and biological products.

[BICON SEARCH](#)

Fresh root crops require a mandatory phytosanitary certificate, issued by the exporting country's National Plant Protection Organisation (NPPO), confirming the produce is pest-free and meets Australia's import conditions.

[PHYTOSANITARY INFO](#)



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KEY TIPS

KNOW THE MARKET

Understand the supply and demand conditions for root crops in Australia.

KNOW THE CUSTOMERS

PTI can help you identify and understand the retailers and importers buying root crops in Australia. You can also use your in-market contacts to assess potential retailers, consider engaging a local agent or representative to manage relationships, and undertake market visits to observe retail trends and build networks firsthand.

ARTICULATE YOUR UNIQUE VALUE PROPOSITION

Convey why distributors, retailers and consumers should choose your root crops over others. This may be devised around pricing, consistency, reliability, quality, sustainability, social impact, or more.

UNDERSTAND AND MEET IMPORT REQUIREMENTS

Refer to the BICON system to confirm applicable biosecurity conditions and documentation requirements prior to export. Phytosanitary certification must be issued by your country's NPPO (see Annex 1).

AVOID COMMON MISTAKES

These include pest contamination, inconsistent grading, poor consistency, weak cold-chain management, non-compliant packaging, slow supply systems, and ineffective marketing.

FOR MORE HELPFUL RESOURCES GO TO OUR
[BLUE PACIFIC PORTAL](#)



ANNEX 1.

LIST OF NATIONAL PLANT PROTECTION ORGANISATIONS (NPPOS)

Country / Territory	Organisation (NPPO)	Official URL
Cook Islands	Ministry of Agriculture (Biosecurity Division)	agriculture.gov.ck
Fiji	Biosecurity Authority of Fiji (BAF)	www.baf.com.fj
French Polynesia	Direction de la Biosécurité	www.service-public.pf/biosecurite
Kiribati	Agriculture & Livestock Division (MELAD)	www.melad.gov.ki
Marshall Islands	Ministry of Natural Resources & Commerce	<p>https://lrd.spc.int/work-areas/markets-for-livelihoods/the-regional-biosecurity-information-facility/members/marshall-islands</p> <p><small>*No dedicated government biosecurity website is currently available for the Marshall Islands. The SPC regional biosecurity portal is provided as an alternative resource.</small></p>
Micronesia (FSM)	FSM Dept. of Resources & Development	rd.gov.fm/agriculture
Nauru	Nauru Quarantine (Dept. of Justice)	justice.gov.nr/quarantine
New Caledonia	SIVAP (DAVAR)	davar.gouv.nc
Niue	Niue Biosecurity Authority	gov.nu/agriculture
Palau	Bureau of Agriculture (PBT)	palaugov.pw/agriculture
Papua New Guinea	Nat. Agriculture Quarantine & Inspection (NAQIA)	www.pngnaqia.com
Samoa	Ministry of Agriculture and Fisheries (Biosecurity)	maf.gov.ws
Solomon Islands	Biosecurity Solomon Islands (BSI)	www.biosecurity.gov.sb
Tonga	Ministry of Agriculture, Food and Forests (MAFF)	maff.gov.to
Tuvalu	Department of Agriculture	<p>https://lrd.spc.int/work-areas/markets-for-livelihoods/the-regional-biosecurity-information-facility/members/tuvalu</p> <p><small>*No dedicated government biosecurity website is currently available for the Marshall Islands. The SPC regional biosecurity portal is provided as an alternative resource.</small></p>
Vanuatu	Biosecurity Vanuatu	biosecurity.gov.vu