



SE News
HD **AUSTRALIA: Dairy co-op to export fresh milk to China in "few weeks".**

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Australian **dairy** co-operative Norco is preparing to ship its full range of fresh **milk** products to **China** "within the next few weeks" after completing a six-month export trial.

Together with PGS, an international export consulting **firm**, and **dairy** industry representative body, **Dairy** Connect, Norco has established an export pipeline which reduces export **lead** time to eight days, explained CEO Brett Kelly to just-food. Normal **lead** time is 14-21 days said the **firm**.

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Dairy Connect chairman, George Davey said the "commercially viable cold chain pipeline will open the door for **millions** of litres of fresh **milk** exports to **China** each year.

Kelly told just-food the biggest challenge had been the quality assurance testing times whose clearance could delay when the products were available for **sale**.

The "breakthrough" has come after 12 months of collaboration between PGS and **Chinese** officials to develop "rigorous quality assurance protocols that have now been fully tested and officially sanctioned by the relevant **Chinese** agencies".

Norco chairman Greg McNamara explained that the pipeline "has the capacity to deliver more than 20 **million** litres of fresh **milk** to consumers in **China** within the first 12 months."

Kelly said there would be an extension on the type of products exported to **China** but did not specify what these would be.

"**China** is a market that has huge opportunity for Norco in terms of potential volume requirement," he added.

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