

# Foreword



Just over two years ago, I released the State Government's *Priority Plan for Agriculture and Food*, which outlined what the Government considered to be the most important priorities for the agriculture and food sector and what we wanted to achieve for the agriculture industry.

Our goals were summarised by five key priorities:

### 1. Your Profitability

*Improving the long-term profitability of the agriculture and food sector.*

### 2. Our Natural Resources

*Effectively managing land and water assets, climate variability and biosecurity.*

### 3. Our People

*Building the capacity of the industry to adapt and grow.*

### 4. Your Markets

*Improving market access to West Australian products.*

### 5. Our Industry

*Promoting a positive profile of the WA agriculture and food sector.*

At the time of releasing our priority plan, I said I wanted to be judged on my decisions, not my indecisions. In the past two years, I have made decisions that I firmly believe are in the best interests of agriculture in WA.

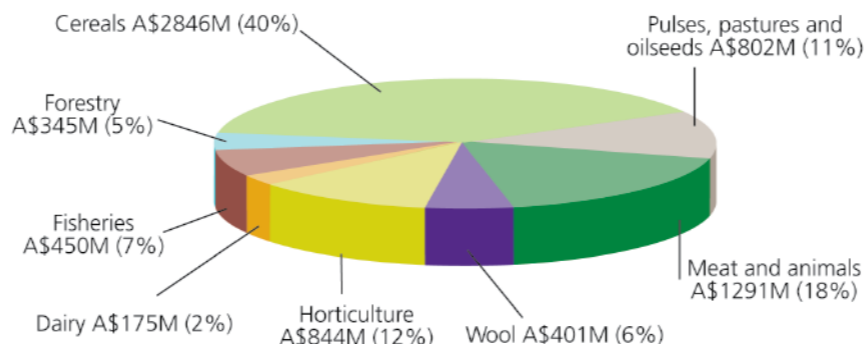
Although we have achieved a lot, there is still more to do. Working closely with industry and communities, the State Government will continue to make decisions to support our vital agriculture and food sector.

Hon. Terry Redman, MLA

Minister for Agriculture and Food; Forestry; Corrective Services

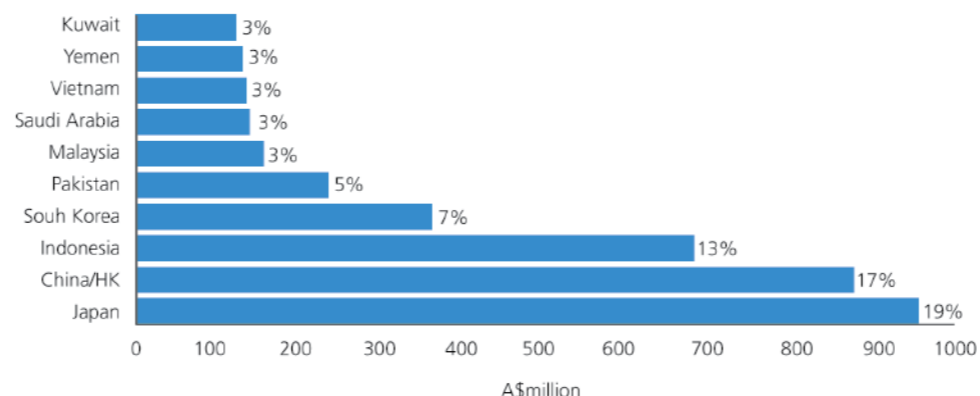
# WA Agriculture and Food Production and Exports

WA agriculture, fisheries and forestry production, 2009–10 (A\$ million)  
Total: A\$7, 154 million



Source: ABS/DAFWA

Top ten WA markets for agriculture, fisheries and forestry exports, 2009–10 (A\$ million)



Source: ABS/DAFWA



## Driving a progressive and profitable Agriculture and Food sector in Western Australia

“ The State Government will continue to work alongside industry, helping it identify and seize opportunities to allow the agricultural sector to evolve and prosper. ”

Hon. Terry Redman, MLA  
Minister for Agriculture and Food; Forestry; Corrective Services



For more detailed information about the progress and achievements of the State Government's *Priority Plan for Agriculture and Food* in Western Australia visit [www.agric.wa.gov.au](http://www.agric.wa.gov.au) or contact:

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# Key Achievements

## YOUR PROFITABILITY

- Complete restructure and streamlining of the Department of Agriculture and Food to more efficiently and effectively target projects and services to contribute to economic and regional development
- First year of commercial GM canola cultivation in WA supported
- Muchea Livestock Centre opened and Regional Saleyards Strategy implemented with funding provided to Katanning and Mount Barker
- Ord Irrigation Area enhancement ongoing, with first commercial rice trials for 20 years, irrigation channels, groundwater and salinity modelling underway
- Gascoyne Irrigation Area enhancement implemented through identification and assessment of the area for expansion, \$20 million made available to improve irrigation, nine new bores developed and further work is planned
- Investment of \$9 million in the development of the New Genes for New Environments facilities at Merredin and Katanning

## OUR NATURAL RESOURCES

- *Western Australian Natural Resource Management Plan* initiated to provide \$30 million over the next three years to better manage the State's resources and respond to climate variability
- *North Eastern Agricultural Region (NEAR) Strategy* implemented to build drought resilience and long-term sustainability, while protecting natural resources
- *Climate Change Response Strategy* implemented to provide a framework for government initiatives and planning
- Industry Funding Schemes established, funding for Kalgoorlie-Boulder Quarantine yards
- \$8.82 million provided for the practical implementation of wild dog management, including supply of fencing materials for the State Barrier Fence and additional doggers
- Continued support of biosecurity projects, including eradicating starlings, skeleton weed, European House Borer, fruit fly and quarantine initiatives

## OUR PEOPLE

- *National Drought Pilot* implemented in WA to support drought affected farming families and help build long-term resilience
- *Pathways to Resilience* project implemented to build production and business resilience towards long-term sustainability, based on the *NEAR Strategy*
- *Bridging the Yield Gap* initiative implemented to improve production capacity in higher rainfall cropping areas
- *Lamb Quality and Supply* initiative implemented to responsibly increase the State's sheep flock and to support new opportunities
- *Indigenous Landholder Service* expanded to increase production from and the capacity of indigenous properties
- Focus on growing the north to generate opportunities for northern agriculture

## YOUR MARKETS

- Saudi Arabian wheat market reopened with the first shipment in 20 years due to State Government support and encouragement
- New market for WA lupins for use in tempe in Indonesia being cultivated
- New export markets for fresh WA products in Singaporean supermarkets created
- WA wine exports to China doubled (from \$4-8 million in 2008-9 to 2009-10) due to public and private sector promotion
- *Pathways to Market* project implemented to raise awareness of non-supermarket opportunities
- Centre for Grain Food Innovation opened to generate market opportunities
- Market access for grapefruit into South East Asia improved through DAFWA work on cold disinfestation
- Appointment of agricultural specialists to the Jakarta and Dubai Trade Offices to assist development of opportunities in those markets

## OUR INDUSTRY

- Buy West Eat Best food labelling program further developed to help identification and promotion of WA products, increasing consumption, supply chain synergy and opportunities

- *Beef Industry Council, WA Sheep Industry Leadership Council and Bridging the Yield Gap* reference groups established to help provide input and direction

- *Open your Eyes* careers in agriculture brochure produced to attract young people to the industry
- *AgLinkEd* launched to lift profile of agriculture in secondary schools

- *Harvest Young Agri-Food Professional Network Inc.* supported to encourage young professionals in agriculture

# Vision

For as long as there has been farming in Western Australia we have had to adapt to changing circumstances.

We have continually improved our practices through the introduction of new technologies and farming methods, often while responding to factors outside our control, such as variable climatic conditions and market fluctuations.

It's this evolution that has seen us continue to develop high-quality agriculture products for domestic and international markets and develop the resilience to respond to challenges.

While the State Government is committed to assisting with immediate issues, such as the dry season and biosecurity threats, it's vital we also look to the future. I see great opportunity and a very positive future for our sector.

There will be more people in the world to feed and they will be seeking the trappings of prosperity. With rapidly growing countries like China and India, WA's mining industry is likely to remain in demand, keeping the local labour market competitive and our dollar strong.

In addition, we will have to deal with a more variable climate, increased demand on our water resources and the sector is likely to come under more pressure from people living in urban areas over the way we farm. We also know that most of the growth in people and incomes will be offshore. Sixty per cent of the world's population now lives broadly within Western Australia's time zone. The emerging middle class in China, India and Indonesia and elsewhere presents an opportunity for Western Australia to supply quality products at premium prices.

So to expand and prosper, we have to increase our focus on delivering quality products to international markets where consumers are becoming more discerning.

Over the past century in agriculture we have seen an amazing contribution: firstly from mechanical engineers, secondly from the industrial chemist, then from plant breeders and economic reformers. While their importance remains, I believe we must now hone our business skills, as well as focus on attracting passionate, inspired people to continue development of the sector. By opening their eyes to the possibilities of our industry, we can secure the next generation of agriculture experts and continue to adapt and advance our practices.

We are committed to promoting a positive view of the agricultural sector and the myriad of opportunities a career in the industry can offer — you can work in the country or in the city with opportunities as varied as becoming a researcher in a laboratory, a rural finance consultant, a marketing professional or a rural reporter in a busy newsroom. It's a global industry and job opportunities around the world are endless.

We have successfully confronted the challenges of the past and I'm confident we can capitalise on the opportunities that lay ahead, so that agriculture continues to contribute to the economic and social wellbeing of West Australians for many decades to come.

