



This document summarises some of the key pieces of evidence that have informed DAFWA's understanding of doubling the value of the agrifood sector between 2013 and 2025. Much of this evidence has come from reports commissioned by DAFWA. Click on the hyperlinks to access them.

Some mature industries, such as grains, do not feature strongly in this summary – they have not been the focus of recent DAFWA-commissioned research as their growth opportunity is already well understood and, for example, documented in the WA Grains Industry Strategy 2025+¹.

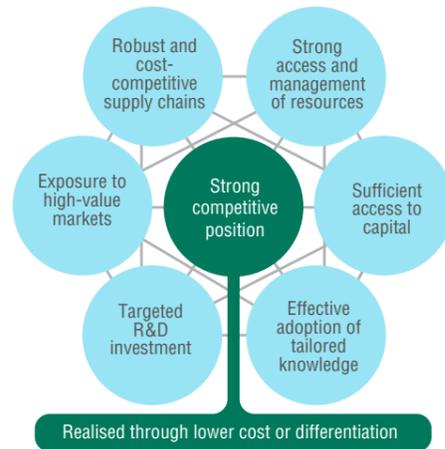
We know the opportunity

We know the opportunity for Australia

Australia could more than double the real value of its agricultural exports, driven by growing global food demand, particularly from Asia.

Australia could capture an additional \$0.7-1.7 trillion between 2012 and 2050 if targeted actions are taken².

To achieve competitive advantage Australia needs:



We defined the opportunity for WA

AGRIFOOD 2025+

WA industry and government set an aspirational target to double the real value of the sector between 2013 and 2025^{3,4}.

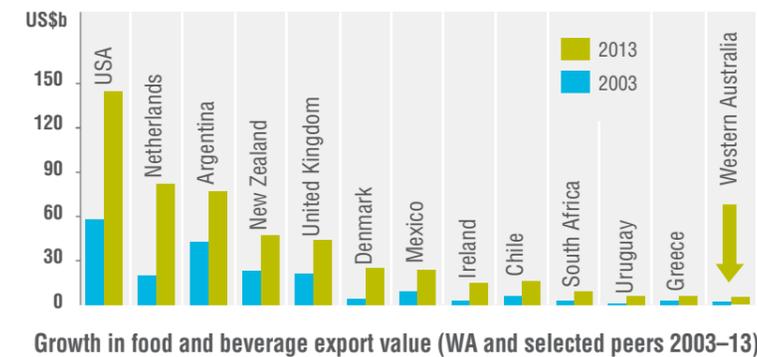
Government commenced the Seizing the Opportunity – Agriculture initiative to investigate and act on the opportunity.

We know doubling is possible by 2025

We can double the real value of the WA agrifood sector.

Government and industry will need to partner more broadly and effectively.

Growth will mainly come from agrifood exports^{5,6}.

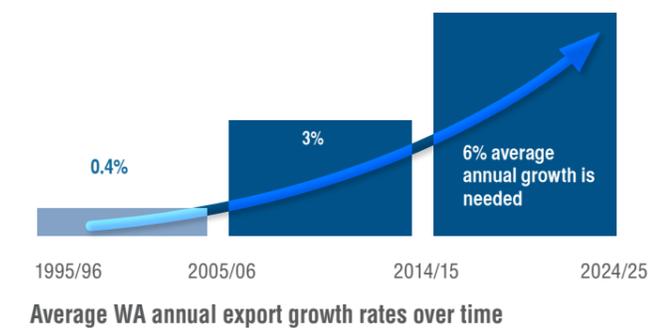


We know it has begun

Many of our peers, and developing countries, have achieved the required growth rates.

We need a 6% real compound annual growth rate to double.

It is starting to happen^{5,6}.



We know what needs to be done to realise the opportunity

We know the Asian market, what it wants and what WA can produce

High growth, high value premium opportunities⁷:

- Wine, beer | Chocolate | Processed ham, sausages | Honey | Fluid milk | Yoghurt
- Oranges/mandarins | Carrots | Apples
- Avocados | Prawns | Rock lobster | Beef
- Sheep | Pork | Virgin olive oil | Animal pellets
- Rolled oats

We know the potential investors and what they want

Their capital will target:

- developing the sector's value chains
- transforming WA's raw materials into consumer-ready goods
- intensifying existing production systems⁸

We know what businesses need for WA to be internationally competitive

- Value chain productivity
- Available resources (land, water, labour, inputs)
- World-class production systems
- Efficient primary wholesale/processing
- Efficient value-added processing
- Accessible markets⁹

We know the value northern WA can add

Opportunities in Asia and the Middle East with high growth potential and a good fit for developing the north¹⁰:

Good

- Oils: olive, sunflower, mint
- Fresh grapes | Walnuts | Dried beans
- Compressed hay

Better

- Cane sugar | Pistachios
- Lentils | Soya beans
- Lucerne hay | Castor oil

Best

- Cassava | Sesame seeds
- Sorghum | Almonds
- Cotton

We know what infrastructure the state needs to support this growth

The Seizing the Opportunity Infrastructure Fund is targeting priorities¹¹:

- Mobile technology
- Coastal Doppler radars
- Key commodity freight roads



Action: strategic direction for DAFWA

DAFWA is:

- the lead government advocate for the sector
- an economic development agency
- underpinned by science, innovation and commercial awareness.

This knowledge will inform:

- DAFWA's next Strategic Plan: 2017–21
- a long-term strategy for the WA agrifood sector
- how DAFWA measures the government's impact on the sector.

References

- 1 GIWA, 2015. WA Grains Industry Strategy 2025+
- 2 ANZ, 2012. Greener Pastures: The Global Soft Commodity Opportunity for Australia and New Zealand
- 3 DAFWA, 2014. Agrifood 2025+ Strategic Plan 2014-17
- 4 DAFWA, 2012. Agrifood 2025+ Industry Workshop Report – April 2012
- 5 Coriolis, 2015. Driving for Agrifood Growth – Working Together to Double our Industry by 2025+
- 6 DAFWA, 2016. Western Australian Agriculture and Food: A Global Opportunity
- 7 Coriolis, 2016. Target Market Opportunities in Asia for Western Australian Premium Products
- 8 Coriolis, 2016. Investment Ready: WA Agribusiness Report
- 9 Coriolis, 2016. Pathways to Competitiveness
- 10 Coriolis, 2015. Growing the North
- 11 EY, 2016. Infrastructure Audit: Evaluation of WA's Agriculture Infrastructure Priorities