Developing the North of Perth Food Zone
Perth’s Northern Food Bowl

- The region produces over 60 agricultural products
- Worth over $1B*
- Close proximity to domestic markets – low food km’s
- Linked to ports and airports for export
- Initiatives in efficient water use, groundwater recharge, regenerative agriculture, soil acidity etc. - sustainability

*includes fisheries
Developing the North of Perth Food Zone

An area which sees the opportunity for sustainable growth through continued innovation, water use and a collaborative approach to land use and infrastructure planning
Are there Fundamental Drivers Guiding our Strategic Thinking – or Should There Be?

The Age of Food:
feeding the world in the era of ‘peak people’

JULIAN CRIBB FTSE
PLANNING OUR FUTURE FOOD FORUM
PERTH, WA
NOVEMBER 14, 2017
CLIMATE IMPACT ON FOOD?! 
Ref: Julian Cribb

- Holocene climate diminishing
- +2 degrees ‘inevitable’
- 5° of warming: 50% less food?
- Arable farming ‘highly vulnerable’ above 2°
- Risk of regional famines
The Challenge for the Human Race

Ref. Julian Cribb

The challenge

To double global food output with:
- half the present fresh water
- half the land
- unreliable climate
- scarce fertilisers and fuels
- scarce R&D and investment
- collapsing fisheries

> Massive opportunities for novel food systems

And key is radical innovation in total water cycle management
Western Australia in the ‘Age of Food’ - the potential to contribute is there!

Ref: Julian Cribb

- Unheralded **range and choice** of foods
- Climate-proof food systems that recycle everything
- **Secure foods** for megacities
- Diets that **prevent disease**
- Major driver of ‘**ideas economy**’
- Practical ways to **reverse 6th Extinction**
Global Context – a Matter of Perception?

Geopolitical issues
- Super-power rivalry
- Military over-reach
- Collapsing natural systems
- Diminishing water resources
- Food security – for cities
- Vulnerable supply lines
- Climate change & sea level rise

Regional flows:
- FDI
- Elite commuters
- Business networks
- Materials
- Products
- Resources
- Innovation
- Knowledge
- Expertise
- Values

Global economic hubs
- Rising global cities
- Time zones (+ or - 1 hr)

North of Perth Food Zone

USA & Americas?

Europe/EU?
City of Wanneroo Long Term Strategic Position
A Comparative Advantage

A region of significant resources and opportunities yet to be fully realised.....

- Horticulture & farming
- Minerals
- Fisheries
- Ocean side settlements & tourism
- Energy
- Groundwater for irrigation

So, we need major regional linkages!

The Central Coast sub-region

Dongara

North of Perth Food Zone

Wanneroo and Yanchep City

The Perth Metropolitan Region
Infrastructure for the Future?

- Future ‘northern’ port
- Commercial aquaculture research hub
- Very-fast Ferry transport connections & expanded coastal hubs
- Yanchep City
- 2nd International Airport (rapid air freight facility for export of high value goods)
- Strategic Wanneroo Food Hub
- Joondalup City
- Wanneroo Central
Precision Agriculture Comes to Town?

Intensive farms

Blue Farms, Sydney

MiljøGartneret, Norway

- Recycled nutrients
- Recycled energy
- No pesticides
- Bio pest control
- Automated crop management
- Specialty crops
and New Technologies will be the Enablers
Knowledge is the Netherlands’ most valuable export; training graduate students from other countries — many threatened by recurring famine. The food industry in WA could position itself in a similar way – the North of Perth Food Zone can become a research / test bed / education hub for agri-tech...
Spreading the word, feeding the world

Wageningen University & Research, nestled in Food Valley—the Dutch agro-tech version of Silicon Valley—is key to the Netherlands’ agricultural success. The university is also exporting their innovative approach around the globe.

Map shows programs outside the European Union; some projects are active in multiple countries or territories.
Perth’s Northern Food Bowl

- The region is not well known for intensive agricultural production.
- Produces significant quantities of a range of WA products including:
  - 83% oranges
  - 80% lemons
  - 77% lettuce
  - 68% sweet corn
  - 64% blueberries
  - 53% eggs
  - 41% mangoes
  - Also significant chicken, pork, broccoli, honey, carrots and tomatoes
Perth’s Northern Food Bowl

Comparative Advantages

- Many Agri-Precincts areas of around 50ha
- NPFZ study area approx. 1.3m ha – multi-use precincts not as relevant
- Mostly cleared, freehold land
- Large lots/Affordable land – management of own buffers
- Conducive to free-range or organic that may need larger buffers
- Bio-security
Perth’s Northern Food Bowl
Developing the North of Perth Food Zone

- Strong cross border regional collaboration – stronger together
- Innovators, start-ups, consumers don’t see boundaries
- Northern Growth Alliance structure in place
- Formalised partnership with City of Wanneroo & others
- The coalition of the willing – it all starts with a cup of tea
Final Thought......

We must not be afraid to Innovate

“My view is there's no bad time to innovate. You should be doing it when times are good and when times are tough - and you want to be doing it around things important to everyone.

I'm not sure we have a choice.”

- Jeff Bezos, CEO Amazon, 2008

[in 2018: Fortune 500 ‘top 10 companies’ worldwide]
Thank You