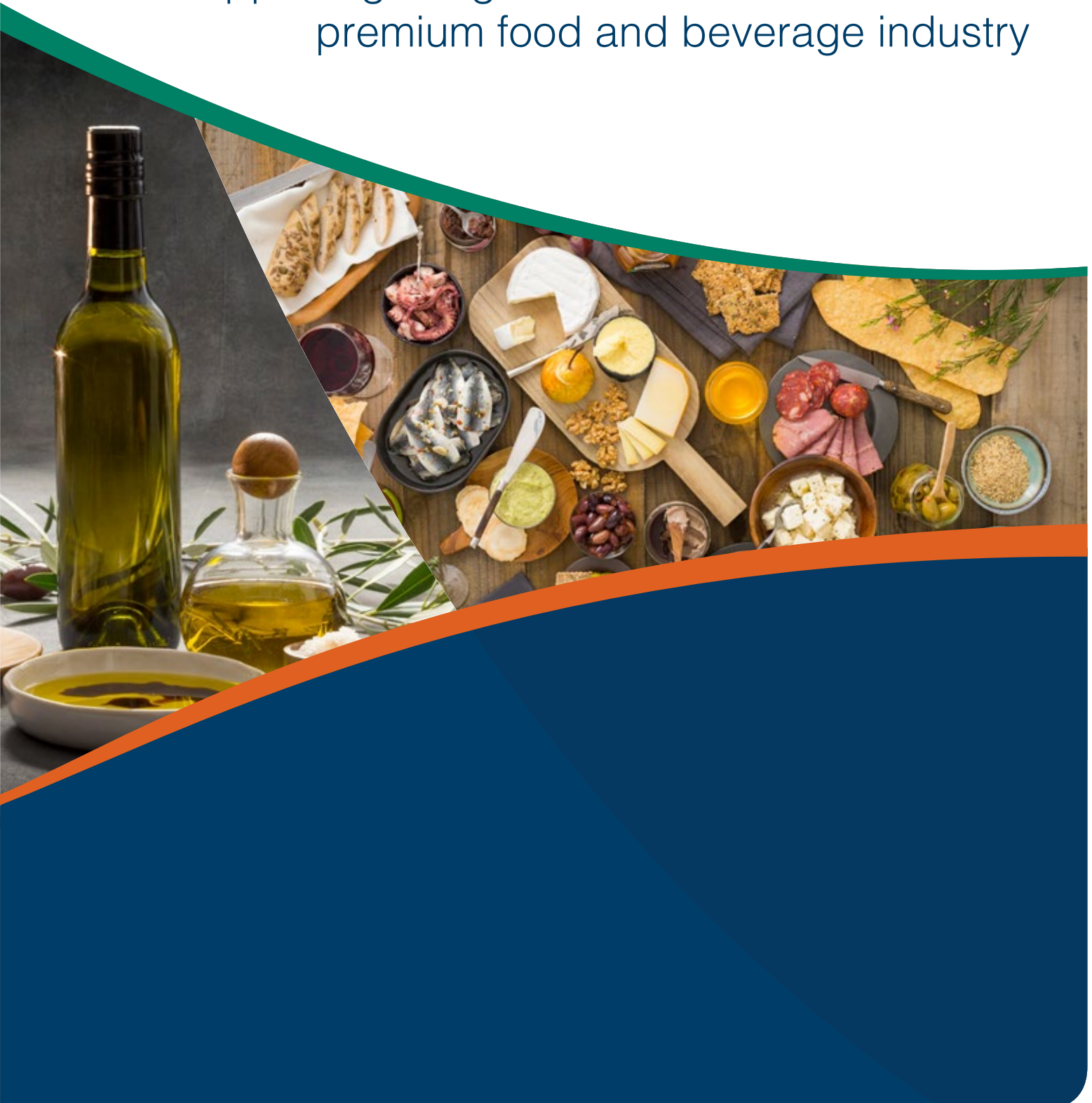


# Food Industry Innovation

Supporting the growth of Western Australia's  
premium food and beverage industry



## Food and beverage value-add: a **national** growth industry

**Value-adding by transforming agricultural produce into consumer packaged food is a key industry for Australia - one with tremendous growth potential.**

Food and beverage value-adding is a major contributor to the Australian economy, providing more than 247 000 jobs\* and generating more than \$29.1 billion\*\* in export value. These jobs represent greater than 29% of the manufacturing sector\* making food and beverage production the largest source of employment in Australia.

The food and beverage sector provides opportunities for the growth of producers, regional communities and the broader economy and is a driver for jobs.





## Growing the value of **Western Australia's** premium food and beverage industry

Western Australia (WA) has traditionally produced and exported bulk quantities of raw produce and has a reputation for its pristine environment, warm climate and delivery of clean, safe, high quality food.

A growing middle class among WA's trading partners in Asia is demanding food and beverages of the highest standard, indicating the export growth potential for local producers.

In 2017–18, WA generated 7% of Australia's annual food and beverage exports; compared to 30% by Victoria, 25% by Queensland and 22% by New South Wales\*\*.

WA is in a strong position to capitalise on the growing global demand for food. In order to be competitive with other states and wealthy developed countries, WA needs to increase its share of premium, value-added consumer-ready export products.

**‘Premium’ products are defined as those achieving higher prices than the ‘mainstream everyday’ category average.**

While there is an emerging value-added food and beverage sector driving innovation in WA, it is small, diverse and could benefit from targeted development.

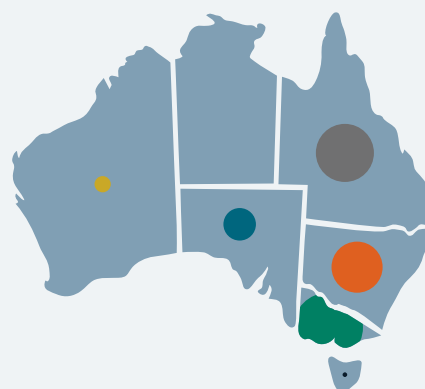


Figure 1 Proportion of food and beverage sector exports by state of origin (2017–18)\*\*

VIC	30%	SA	14%
QLD	25%	WA	7%
NSW	22%	TAS	2%







## Food Industry Innovation providing access to premium market opportunities

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**The State Government, through the Department of Primary Industries and Regional Development's (DPIRD) Food Industry Innovation (FII) project, is focusing resources on supporting premium food and beverage businesses.**

The FII project aims to develop the full potential of WA food and beverage value-adding businesses by offering a range of tools and support services to address their needs, gaps and barriers to domestic and international export markets.

## What our clients are saying

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“ This program is a great example of the department helping food businesses in a tangible way ”

“ When we are successful, we will be able to look back and thank DPIRD for this valuable step up ”



>90%  
positive  
feedback



100%  
will make  
business  
changes



90%  
excellent  
networking

“ We would like to thank your team for this opportunity, for a small business it really makes a big difference ”





## Food Industry Innovation project priorities

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The FII project is working with WA premium food and beverage businesses of all sizes that are actively pursuing growth strategies. This can include increasing production and sales in the local, interstate and international markets.

**Priority is given to businesses targeting high-value, high-growth markets.**

The FII project also provides assistance to WA premium food and beverage businesses through knowledge-sharing, skills development and collaboration opportunities.

The project celebrates WA's premium food and beverage business success stories and raises the profile of the industry domestically and globally.

### Tools and services to support your business

#### Building better business



##### Learning opportunities

- tailored business growth training and workshops
- industry networking opportunities
- events
- study tours
- collaboration and knowledge-sharing opportunities
- past event and seminar resources

#### Resources

- research and market intelligence
- access to business development support vouchers
- access to food industry contacts
- links to DPIRD's Agribusiness Food and Trade support team including:
  - Asian Market Success
  - Investment Services
  - Buy West Eat Best
- links to State and commonwealth government service providers





WA has an abundance of fresh and value-added premium food and beverage products with excellent market potential. Many of these products are featured in the Premium Agrifood Market Opportunity (PMO) report commissioned by the Food Industry Innovation project and completed by Coriolis Research in December 2016.

The report highlights export market value of up to \$4 billion across 20 priority opportunities and analyses the capacity

for WA businesses to capture this potential value. These products represent real opportunities for WA producers to grow, expand and add value.

FII works with producers of these and other premium food and beverage products from across all corners of the State.

**To view a full digital copy of the PMO report, please visit [agric.wa.gov.au/pmreport](http://agric.wa.gov.au/pmreport)**

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For more information about the Food Industry Innovation project and Premium Agrifood Market Opportunity report please contact:

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🌐 **[agric.wa.gov.au/r4r/food-industry-innovation](http://agric.wa.gov.au/r4r/food-industry-innovation)**

#### References

\*ABS Catalogue 8155.0, Australian Industry 2017-18

\*\* Australian Food and Grocery Council, Trade Update: 2017-18



#### Important disclaimer

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