Growing the north
Market opportunities for irrigated agricultural produce from northern Western Australia

An overview of market opportunities for Western Australia’s north
What products do our key target markets want that can be competitively produced in the north of Western Australia?

Growing demand for safe, high quality food in Asia and the Middle East is creating a unique opportunity for the agricultural sector in the north.

The Department of Agriculture and Food, WA commissioned *Growing the north – market opportunities for irrigated agricultural produce from Northern Western Australia* to identify high-potential products, at the intersection of what markets are demanding — and what the north can produce.

Many products could be grown successfully in northern WA. *Growing the north* provides a market-led approach to identify products with strong demand and experiencing growth in markets, to ensure a greater potential for success.

Understanding the question

**What do Western Australia’s target markets of the future want...**

**from new irrigated agriculture in the north of the State...**

**that will create the most value?**

**STAGE 1**

Using a three-stage screening process, *Growing the north* identifies opportunities at the intersection of what key target markets want and what the north can produce.

*What do climatic peer group countries produce?*

Assemble a pool of actual products produced in a similar climate:

- using country/region level production data
- purely quantitative
High-potential target markets

Twenty-two countries were defined as high-potential target markets for new agricultural products which could be produced in northern Western Australia.

Market opportunities for northern WA

Eighteen market opportunities in Asia and the Middle East were identified with high-growth potential and a good fit for northern Western Australia.

What do our target markets want?
Screen to a shortlist based on import growth metrics:
- using country/region level import data
- purely quantitative

Which of these make sense for the north?
Screen to a shortlist based on potential/payoff:
- common criteria
- mixture of relevant variables
- quantitative/qualitative
- fitting the market demand to the regions
Key findings

Markets want what the north can produce

High-growth target markets in Asia and the Middle East are demanding products that the north can produce. These countries are high-growth markets, importing significant volumes from our climatic peers. Western Australia can compete in these markets.

The north can increase agricultural production

Climatic peers demonstrate there are major opportunities to increase agriculture in the north. A screen of these climatic peers concludes many products can be grown in the north. Countries in a similar climatic zone, from Mozambique to Israel, are producing and exporting high-value products to the world. If climatic peers can produce these products, so can Western Australia.

However, due to conditions in the north, success will depend on growing products that are robust, mechanically harvested, and thrive in the heat. Achieving scale and utilising modern farm practices is critical for Western Australia to compete globally.

There are a wide range of high potential options

Eighteen high-potential products have been identified as opportunities for irrigated agriculture in northern Western Australia, following an extensive quantitative screen and category evaluation. A wide range of agricultural products were identified, with products ranging from walnuts to cotton. These products all have a growing market, with a wide spread of buyers and sellers.

Supporting your success — DAFWA’s role

DAFWA aims to create a progressive, innovative and profitable agriculture and food sector that benefits Western Australia — in this role, we are leading a number of irrigated agriculture development projects including in the Gascoyne, Pilbara and Kimberley. DAFWA will also investigate the commercial viability of high-potential crops to grow in the north.

More information
Find the full report at agric.wa.gov.au

This project is made possible by Royalties for Regions.

Important disclaimer
The Chief Executive Officer of the Department of Agriculture and Food and the State of Western Australia accept no liability whatsoever by reason of negligence or otherwise arising from the use or release of this information or any part of it.

Copyright © Western Australian Agriculture Authority, 2015