

**Economic priorities**

**Premium food and wine  
produced in our clean  
environment and exported  
to the world**



**Government of  
South Australia**

# Premium food and wine produced in our clean environment and exported to the world



## Why is this a priority for South Australia?

The growing world demand for high quality food and wine, combined with our strong reputation for food safety, biosecurity and product integrity, creates significant opportunities for South Australia.

The food and wine industry currently generates \$17.1 billion in revenue, employs one in five working South Australians and accounts for over 40 per cent of the state's merchandise exports. Agriculture, forestry and fishing have been the fastest growing segments in the South Australian economy.

We need to ensure that our food and wine producers are competing in global markets on more than just cost. South Australian food, wine and beverages are world class and our unique regions, products and the clean, green environment that they come from provide the competitive edge required to secure and maintain premium status in our markets of choice.

Further growth and investment in primary production and processing, the adoption of new technologies, expansion of existing and emerging markets, and realising increased value for our high quality products will be a major economic driver for the state.

World leading food, wine and agricultural research will provide the platform from which we will export our ideas, intellectual capital, products and services.



## Our objectives

### By 2017 South Australia will:

<ul style="list-style-type: none"> <li>• Increase international exports of differentiated and processed food and wine from \$2.8 billion in 2013-14 to \$3.2 billion in 2016-17</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a global reputation for premium food and wine</li> </ul>
<ul style="list-style-type: none"> <li>• Create opportunities for food and wine businesses to expand or co-locate</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a global reputation for our food, wine and clean technology expertise</li> </ul>



### Within 12 months to achieve success in this priority South Australia will need to:

<ul style="list-style-type: none"> <li>• Establish the SA Food Innovation Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the use of the South Australian brand by food and beverage businesses</li> </ul>
<ul style="list-style-type: none"> <li>• Increase global confidence in the biosecurity, product integrity and food safety standards of our food and wine</li> </ul>	<ul style="list-style-type: none"> <li>• Simplify and modernise regulatory arrangements to support innovation and job creation</li> </ul>

### Some of our success stories



#### **Sundrop Farms**

Sundrop Farms in Port Augusta is revolutionising horticulture, with their seawater and solar fed greenhouse facility to grow crops for the surrounding region. The company is a leader in sustainable horticulture for the arid world, growing high value greenhouse crops year-round in their state-of-the-art facility which reduces agricultural reliance on fresh water and fossil energy. Sundrop Farms is currently expanding their farming facility by 20 hectares, producing 15,000 tonnes of premium tomatoes per annum, with ongoing employment of 200 people.

#### **Almondco Australia**

Almondco Australia processes and markets almond products on behalf of more than 80 per cent of the nation’s almond growers. The South Australian Government has supported Almondco’s drive to maintain its premium positioning by assisting in the funding of pasteurisation equipment worth \$4 million at its Renmark processing facility. Almondco is a leading contributor to industry growth, with total South Australian almond exports almost doubling to nearly \$100 million this year.

## Some of our success stories

### Reducing Tuna Industry Red-Tape

The Streamlining Regulation of South Australia's Tuna Industry project saw industry, PIRSA and EPA work together to decrease the time for licences to be assessed and other improvements to realise as much as \$700,000 a year benefit to the local industry.

### SADA Milk Brand

In the year since its launch, the South Australian Dairyfarmers Association (SADA) Fresh brand sold over one million litres of milk. A collaboration between SADA, processor Parmalat and Coles Supermarkets, it is the first Australian milk brand to be launched by a dairy industry association and has proven a real way for South Australians to support an important local industry, with part proceeds from every sale funding projects to support the local industry.



## Some of our initiatives

- Expand the Premium Food And Wine Ambassadors Program
- Develop the Agri-PACE program to facilitate Agribusiness investment opportunities
- The South Australian River Murray Sustainability Program (SARMS) - helping to secure water resources needed for a healthy environment and a prosperous state
- The Regional Development Fund - driving economic growth and creating jobs by investing in regional infrastructure
- The new Sterile Insect Technology facility and Phylloxera testing service - enhancing our existing biosecurity capability and leadership
- New Horizons Program - helping our dryland farmers to increase productivity in the \$8.6 billion crop and livestock sectors by improving poor performing soils
- The South Australian Government has committed to maintaining the moratorium on GM foods in South Australia until at least 1 September 2019 and will promote this status in key markets where this presents a competitive advantage
- Support the expansion of the aquaculture industry

## Get involved

### Premium Food and Wine from Our Clean Environment

Experience South Australia's Premium Food and Wine from our Clean Environment – keep up to date with campaigns, news and events:

 [www.pir.sa.gov.au/premium\\_food\\_and\\_wine/experience\\_sa](http://www.pir.sa.gov.au/premium_food_and_wine/experience_sa)

### Regions SA

Learn more about our strategy to support regional South Australia:

 [www.pir.sa.gov.au/regions](http://www.pir.sa.gov.au/regions)

### Eat Local

Your invitation to enjoy the best of South Australia's regional products on home territory - experience new products, flavours and dishes created locally whilst supporting the South Australian producers and venues that make fantastic local food experiences happen:

 [eatlocalsa.com.au/](http://eatlocalsa.com.au/)



Submit your ideas, initiatives and success stories: [economic.priorities.sa.gov.au](http://economic.priorities.sa.gov.au)