

# Agriculture's Road to \$100 Billion

APEN 2019 Conference

*Extending horizons: Extension's role in climate, rural industries, and community challenges.*

 @afsnsw  
@NationalFarmers

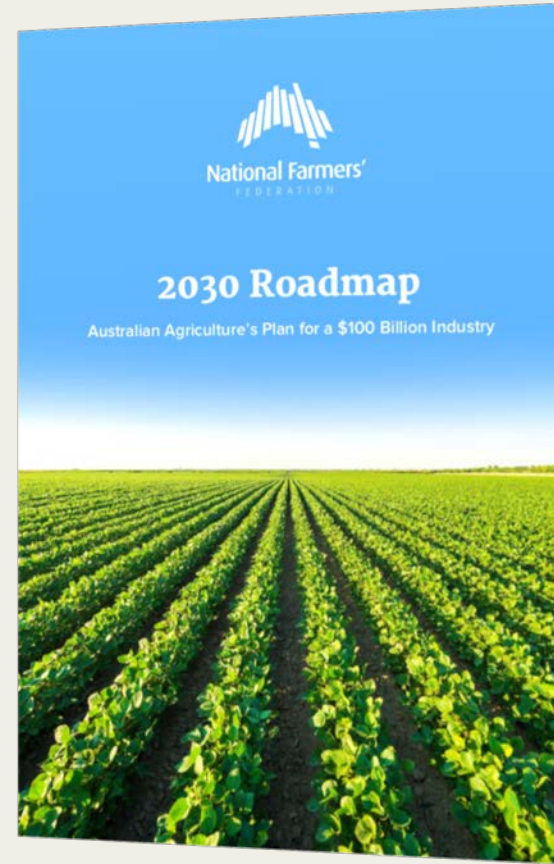


# Our members

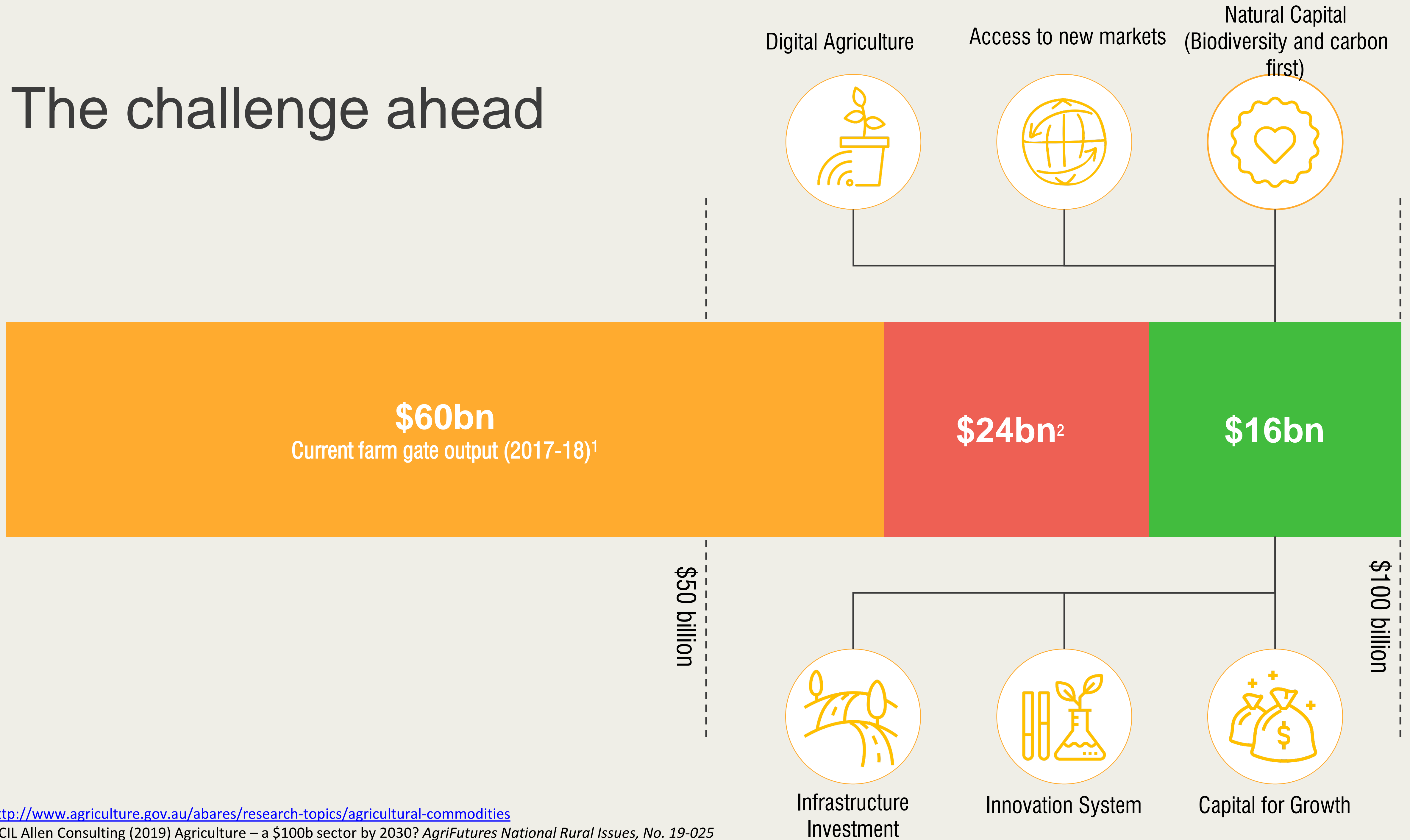


# Our 2030 Roadmap – a plan to take us to \$100 billion by 2030

- ✓ At the NFF's National Congress in October we launched our 2030 Roadmap.
- ✓ It's about putting a plan around the industry's \$100 billion target.
- ✓ Our vision for \$100 billion industry by 2030 is supported by Government and Opposition.
- ✓ Government restated support for a \$100 billion agriculture, fisheries and forestry industry by 2030.



# The challenge ahead



<sup>1</sup> <http://www.agriculture.gov.au/abares/research-topics/agricultural-commodities>

<sup>2</sup> ACIL Allen Consulting (2019) Agriculture – a \$100b sector by 2030? *AgriFutures National Rural Issues*, No. 19-025

# Our Roadmap targets



## Customers and the Value Chain

- Agriculture is ranked **Australia's most trusted industry**.
- Australia's **freight cost** per tonne-kilometre is competitive with major agricultural exporting nations.
- An **average tariff** faced by agricultural exports of 5%.
- A 50% reduction in agriculture exports experiencing **non-tariff barriers** each year.



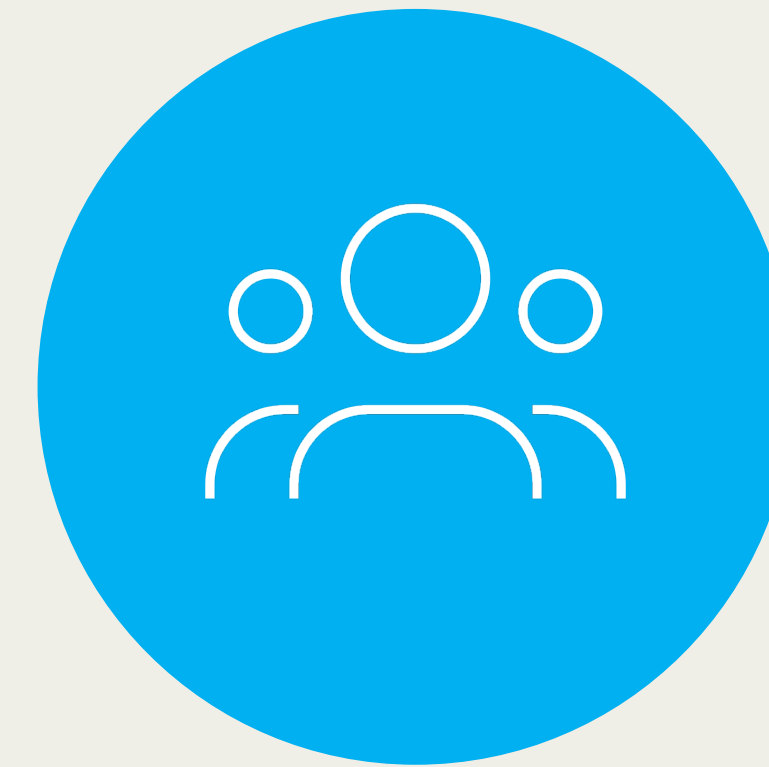
## Growing Sustainably

- The net benefit for **ecosystem services** is equal to 5% of farm revenue.
- Australian agriculture is trending towards **carbon neutrality** by 2030.
- A 20% increase in **water use efficiency** for irrigated agriculture by 2030.
- Maintain Australia's total **farmed area** at 2018 levels.
- Halve **food waste** by 2030.



## Unlocking Innovation

- Australia becomes a Top 20 nation for **innovation efficiency**.
- Every Australian farm has access to infrastructure and skills to connect to the **Internet of Things**.
- Australia's farm energy sources are **50% renewable** by 2030.



## People and Communities

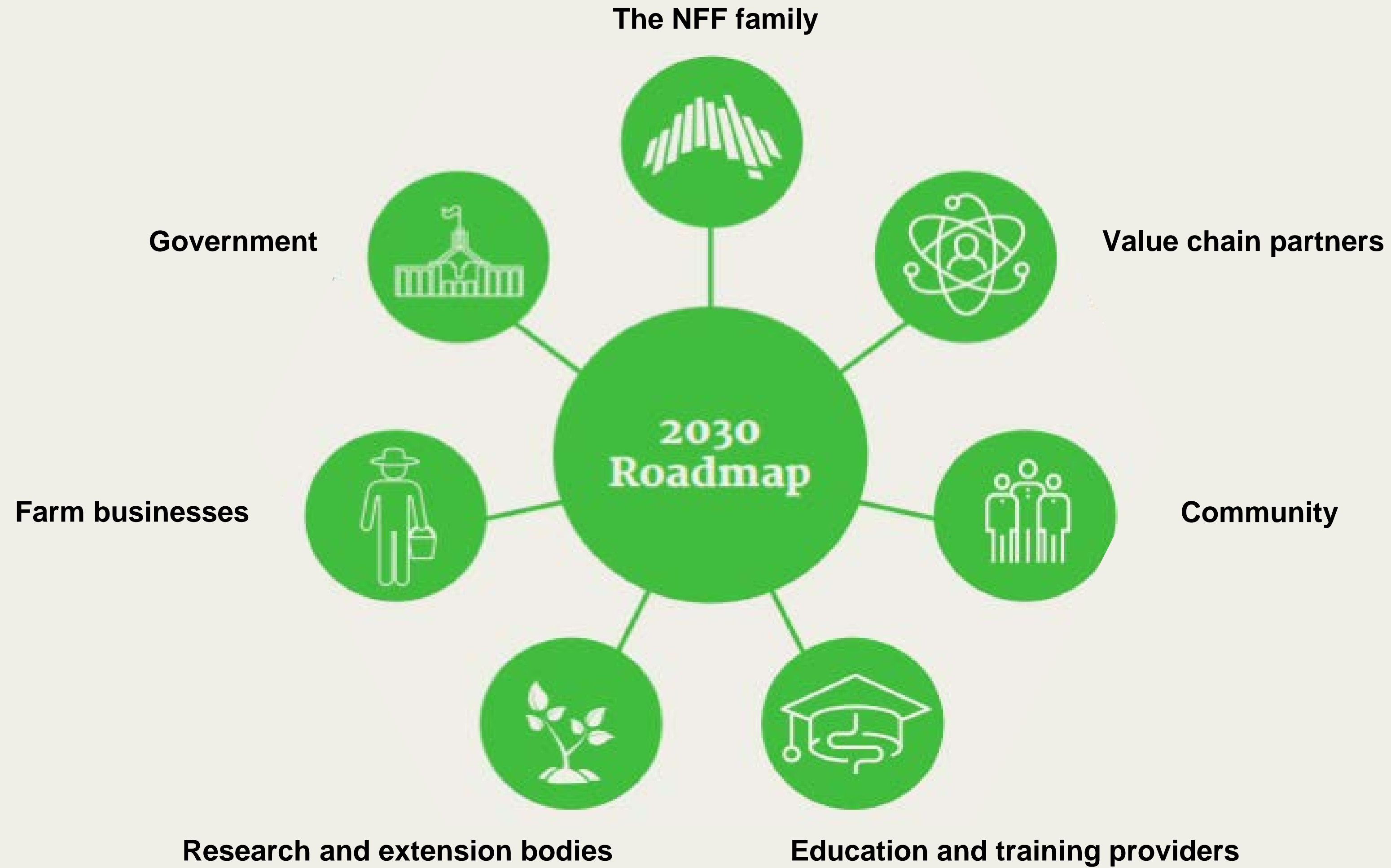
- Double the number of tertiary and vocational **agriculture graduates**.
- Increase the available **work force** by 25%.
- Achieve **gender parity** in the agricultural workforce, and double the number of women in management roles.
- Zero **farm fatalities**.
- Close the **farmer wellbeing** gap.



## Capital and Risk Management

- 90% of family farms which have 2+ generations working in the business have a documented **succession plan**.
- Year on year increase in **equity investment** in Australian farm businesses.
- 90% of Australia's farmers employing multiple financial tools to **manage risk**.

# Collaboration and Partnerships



# NFF Initiatives



Diversity in  
Agriculture  
Leadership

## 2019 Diversity in Agriculture Leadership Program



# Cross cutting issues...

- ✓ Climate change/ energy policy
- ✓ Biosecurity
- ✓ Water /security /rights
- ✓ Land management services payments
- ✓ Trade and investment into the ag industry
- ✓ Drought
- ✓ Land tenure/ right to farm / trust
- ✓ Regional telecommunications / connectivity
- ✓ Economic/taxation/competition policy
- ✓ Connecting with the community
- ✓ Chemical / input use
- ✓ Research, development and extension





# Extension in agriculture

- ✓ *“Agricultural extension is the application of scientific research and knowledge to agricultural practices through farmer education. Generally, agricultural extension can be defined as the “delivery of information inputs to farmers.”* – Agriculture for Impact
- ✓ The model for agriculture extension has changed over the years.
- ✓ Research or technical knowledge being provided to producers.
- ✓ Knowledge exchange.



# Farmers are at the cutting-edge of climate change



- ✓ We are guided by our three policies: energy, electricity and climate change.
- ✓ Opportunity for agriculture to reduce emissions in the energy and land sectors.
- ✓ Sensible implementation of new transmission infrastructure will be key.



# Managing our Landscapes

- ✓ Carbon markets/climate solutions fund.
- ✓ We are looking at developing a market for natural capital – initially biodiversity.
- ✓ \$30m pilot agriculture biodiversity stewardship program and \$4m to develop a farm biodiversity certification scheme will help.
- ✓ We continue to call for a \$1b national biodiversity trust fund.



# Unlocking Innovation



- ✓ Australia is already a world leader in science and technology.
- ✓ We have a long history in agriculture RD&E.
- ✓ Reform of the system is ongoing to serve the current and future needs of the industry.



# Telling Our Story



**National Ag Day**

A CELEBRATION OF AGRICULTURE  
AND RELATED INDUSTRIES

**AustralianFarmers**

- ✓ The NFF-led *Telling Our Story* project aims to better connect the community with farmers and agriculture.
- ✓ Qualitative and quantitative research is underway to measure community sentiment and to determine the campaign's key messaging.
- ✓ The first campaign materials will be launched at NFF's 40<sup>th</sup> Anniversary Gala Dinner in October.
- ✓ Much more than just marketing & PR...



# Our Place

- ✓ Australian agriculture is at a pivotal time in its history. We have such huge opportunities, but the challenges are also significant.
- ✓ There is a level of momentum for the \$100B Roadmap and policy outcomes following the 2019 Election. We have a Minister(s) who has clear views on the industry and will be a strong advocate for them.
- ✓ Australian agriculture has a proud story to tell and we need to tell it now. We can no longer allow others to speak on our behalf.





**Leaders  
Summit**

PRESENTED BY 

**40** Gala Dinner

# **NEF Leaders Summit and 40th Anniversary Gala Dinner**

14 OCTOBER 2019 | PARLIAMENT HOUSE, CANBERRA

<https://farmers.org.au/leaders-summit/>