# Traceability: Video description and transcript

11 November 2024

## Introduction

This is the accessible text transcript of a video for COP29 on the Australian Government’s approach to traceability in agriculture.

## Transcript

[Video begins]

Screen 1: [Video description: text panel over background of farm machinery in the field.]

[Text]: We have launched Australia’s *National Agricultural Traceability Strategy 2023 to 2033* to help enhance traceability, support verifiable claims and enable better use of data and technology.

Under the strategy, we are working with industry and supply chains to ensure Australia’s agricultural traceability systems meet future challenges.

By investing in First Nations agricultural businesses, we are developing Australia's first Indigenous Agricultural Product Framework and aim to uplift their export readiness.

This will enable greater recognition of First Nations peoples’ cultural heritage and provide better social and economic outcomes for them.

We’re also investing in projects to test new ways of collecting and sharing data—such as the AgTrace project.

Developed through AgTrace, the Australian Agricultural Traceability Protocol creates a secure and permissions-based ‘product passport’ to accompany products from farm to fork.

The Protocol is designed to be adaptable and scalable, so it could be applied to any agricultural commodity and support a range of product claims.

It will enable Australian producers to meet new and emerging market access requirements such as sustainability requirements.

To find out more, visit: agriculture.gov.au/COP29

[Video ends]

[End of transcript.]

**Acknowledgement of Country**

We acknowledge the Traditional Custodians of Australia and their continuing connection to land and sea, waters, environment and community. We pay our respects to the Traditional Custodians of the lands we live and work on, their culture, and their Elders past and present.

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