Towards $100 billion by 2030

March 2021
About me
A $100 billion industry by 2030

- The NFF has a bold, but we think achievable goal for farmgate output to tally $100b by 2030.
- The 2030 Roadmap puts a plan behind this goal.
- The plan is the product of detailed national consultation during 2017 – 2018.
- The goal has the bipartisan support of both major parties and industry.
- The NFF reports on the progress towards $100b in October / November each year.
Our 2030 trajectory

**TAILWINDS**

- $61\text{ BN}\quad 2019-2020$
- $84\text{ BN}\quad 2030\text{ FORECAST}$
- $100\text{ BN}\quad $16\text{BN}\text{ SHORTFALL}$

**HEADWINDS**

- National Farmers Federation
The 2030 Roadmap at a glance

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

- Year on year increase in equity investment in Australian farm businesses.
- 90% of Australia's farmers employing multiple financial tools to manage risk.
- 90% of family farms gave documented business plans, including succession plans.
1. Customers and the Value Chain

• A long-term trade strategy that:
  o deepens access to existing markets
  o diversifies export destinations, improves supply chains, and builds domestic value-adding capabilities.

• An expanded and modernised biosecurity and traceability system.

• A bona fide strategy for the regionalisation of our nation, including a commitment to 20 place-based regional development precincts.

• The NFF’s *Telling Our Story* project is part of a goal for ag to be Australia’s most trusted industry. NFF research shows positive sentiment towards farming and agriculture has risen 9 points, in the past year, to 72%.
2. Growing Sustainably

• A carrot rather than stick approach to agriculture and its relationship with promoting biodiversity, explored through Minister Littleproud’s-led Australian Agricultural Sustainability Framework.

• The NFF supports a net carbon zero by 2050 target with important caveats: 1) that there is an economical pathway identified and 2) that farmers are not disadvantaged.

• Farmers want to continue to be a part of a reduced emissions-future, to do that we need robust baseline data and frameworks. AIA has important work to do in this space.
3. Unlocking Innovation

- **Agriculture Innovation Australia**, to take a collaborative, globally-focused approach to the big issues common across sectors, including **agriculture’s role in a reduced emissions future**.

- Long term funding for the **Regional Tech Hub** to help regional Australians get connected.
4. Capable People, Vibrant Communities

- Support for initiatives flowing from the soon-to-be-released Nation Agriculture Workforce Strategy.

- A centralised approach to, and increased resources for the Seasonal Workforce Fund.

- NFF welcomed funding to revitalise FarmSafe Australia in the pursuit of the Roadmap’s most important target:
  - **Zero farm deaths by 2030.**
5. Capital and Risk Management

• A recent report by AgriFutures identified that ag was facing a **$8.7 billion capital shortfall** this decade.

• The NFF wants to work with government to help **bring down the barriers to investment** including in the production of improved agricultural data collection.

• Support for the **National Drought Fund**. We must keep drought on the agenda - even in the good years!!
Thank you.

Get in touch

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