

Capturing the ASEAN agricultural opportunity for Northern Australia



TRENDS IN ASEAN SIGNAL DEMAND FOR CLEAN AND GREEN FOOD

1. Urbanisation



49 million more people to move to cities by 2025

2. Growth of consuming class



Consuming class households set to double by 2030

3. Higher burden of obesity



Obesity currently costs up to 19% of healthcare spending

4. Improved trade environment



67% of Australian firms finding improved market access

5. Advancements in food technology



Innovations in packaging and cold storage raising shelf life

6. Focus on sustainability



Up to US\$1 trillion market in Asia in sustainable food by 2030

LARGE UNTAPPED ASEAN EXPORT DEMAND FOR NORTHERN AUSTRALIA

15 agri-food products were identified as having significant growth opportunities for Northern Australia in ASEAN – wheat, live cattle, beef, milk and cream powder, malt, table grapes, sheep meat, cheese, milk and cream, oranges, infant food preparations, rock lobsters, macadamias, avocados, and soybeans

The products with highest untapped export potential and supply feasibility in Northern Australia are **live cattle** and **beef**, with a potential “upside” opportunity of **A\$13 billion**. **Avocados** and **macadamias** are “smaller bets” for the future



The major country opportunities for live cattle and beef in ASEAN are **Vietnam (71%)**, followed by **Indonesia (13%)** and **Malaysia (7%)**



ACTION PLAN FOR TOP OPPORTUNITIES

Address regulatory barriers in ASEAN



including via trade negotiations, working groups, and business advocacy

Develop supply chain diagnostic tool from “farm-to fork”



to identify impediments in live cattle and beef trade

Explore an export strategy for bovine genetic materials



to diversify live cattle export products

Develop market research study for Australian macadamias in ASEAN



to understand distribution networks and competitors