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

4. Improved trade environment

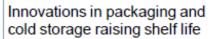


67% of Australian firms finding improved market access

2. Growth of consuming class

Consuming class households set to double by 2030

5. Advancements in food technology



3.Higher burden of obesity



Obesity currently costs up to 19% of healthcare spending

6.Focus on sustainability



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

LARGE UNTAPPPED 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