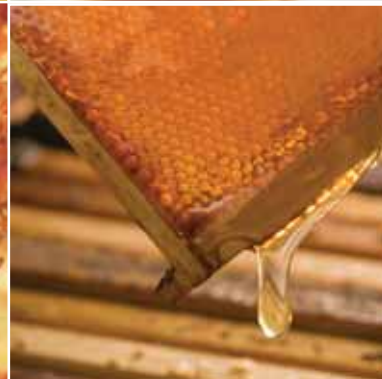




Government
of South Australia

SOUTH AUSTRALIAN Food

PLAN
2007-2010
SUMMARY



Target

8% annual growth in the value of finished food products

'Finished food' includes processed food and foods with highest value as natural unprocessed food.

Supporting Documents

South Australian Food Plan 2007-2010
South Australian Food Plan 2007-2010 - Programs
Available at www.safoodcentre.com

Premier's Foreword



Creating an even more innovative, competitive and world-renowned food sector is the ultimate goal of this South Australian Food Plan 2007-2010.

At the very heart of this Plan is a bold and ambitious target: to increase the total value of finished food products by 8% a year.

Our State's food sector has established a reputation for excellence, and its products can be found all over the world – everywhere from local farmers' markets, to the shelves of retail giants, to the finest restaurants.

This Plan will help the industry step up to a whole new level of achievement, especially by:

- improving industry and business capability
- fostering innovation and new products
- developing local, interstate and overseas markets

Devised under the leadership of the Premier's Food Council and the result of government and business working together constructively this document complements the wider economic, export, tourism and other targets set down in **South Australia's Strategic Plan**.

I commend this latest iteration of the South Australian Food Plan to all those seeking to advance the interests of the industry and the State.

A handwritten signature in black ink, which appears to read "Mike Rann". The signature is fluid and cursive.

Mike Rann
Premier of South Australia

Strategic Intent

The purpose of the South Australian Food Plan 2007–2010 is the long term, big picture and high impact outcomes that the government and industry partnership aims to achieve, thus contributing to the goals of the South Australian Strategic Plan.

The Plan encompasses the whole of the South Australian food industry along the value chain, including pre-farm gate and post-farm gate products, and local, interstate and international markets.

Target 8% annual growth in the value of finished food* products

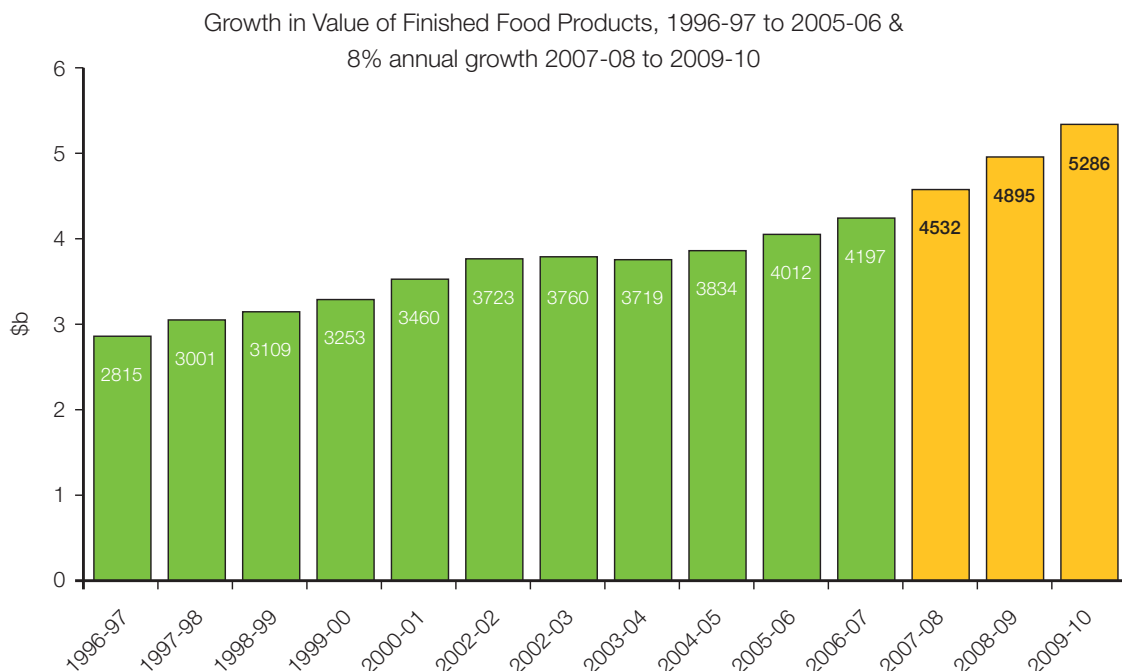
The headline target of the Plan is based on a strong growth scenario. Over the last nine years finished food value has grown at an average rate of 4.7% per annum. In 2005-06 the value of finished food grew by 4.6% compared to 2004-05, whilst the historical growth rate is 2%. The Plan's target for finished food growth is based on the realisation of a strong growth scenario of 8% per annum.

* Finished food includes processed food and foods with highest value as natural unprocessed food.

The target will be achieved through government and industry partnership, continuing to build a South Australian food industry characterised by

- A diverse range of profitable, innovative and growing food businesses investing new capital and employing increasing numbers of South Australians.
- Widespread market driven value adding resulting in distinctive, high quality products that seek a premium price position and return increasing wealth for South Australia.
- Low input costs and efficient value chains.
- An outward looking and confident industry that adapts to a changing market environment and grows South Australia's market presence.
- Widespread deployment of environmental management approaches and market credible accreditation systems.
- A strong reputation for food safety and occupational health, safety and welfare.

To achieve the headline target, industry and government programs will concentrate on industries and businesses capable of delivering the targeted growth.



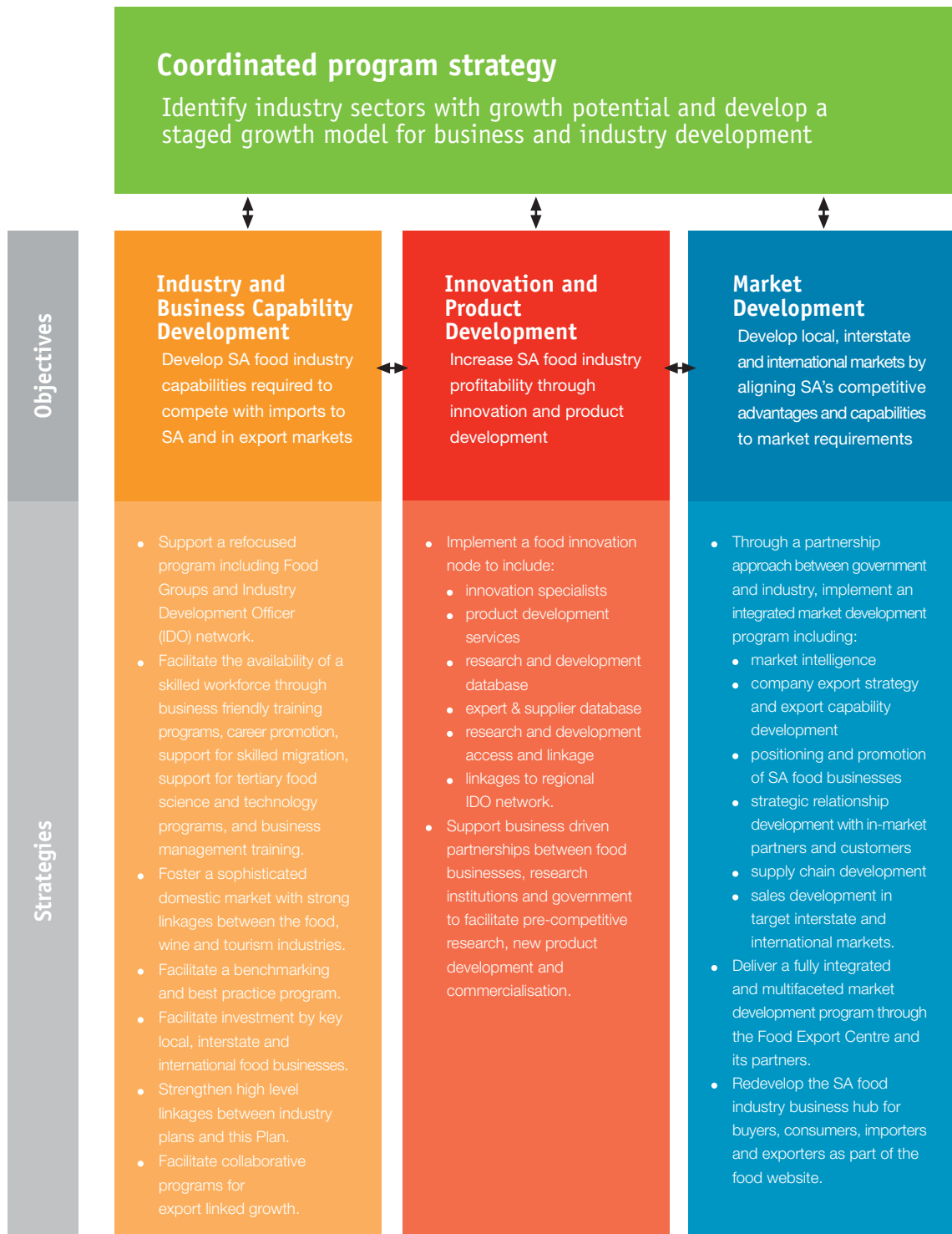
Target Framework

To deliver the target, coordinated government and industry programs based on development priorities have been developed under three key objectives, all utilising a staged growth model approach.



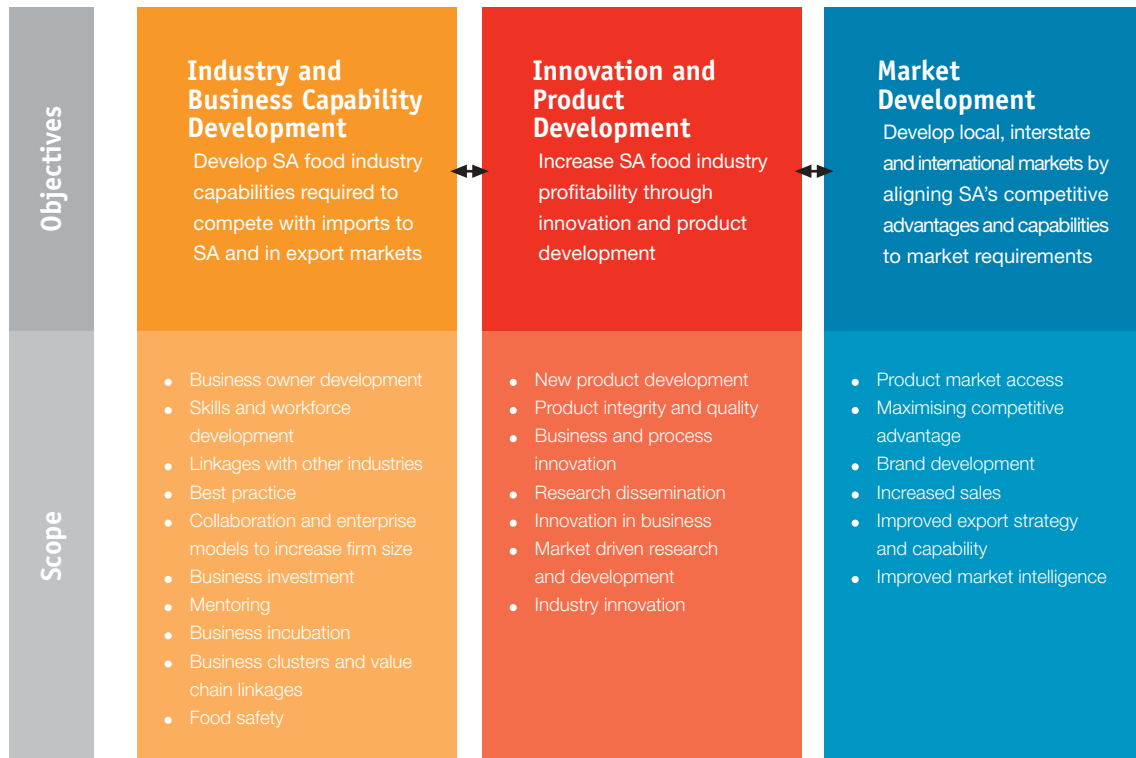
Objective Strategies

The coordinated program is driven by a core strategy related to the development of a staged growth model. The model will identify the position of industries and businesses on the growth cycle, with strategies to facilitate growth and increased profitability to contribute to the headline target.



Objective Scope

A number of key directions drive program development for each objective. These describe where strategies will create an impact.



Enablers PIRSA facilitates a number of enablers to support the Plan.

Resource protection

Planning for climate variability and climate change, energy management, water conservation, wastewater management, waste management and bio-security risks which impact on natural resources, production and market access.

Infrastructure

Promotion of strategic infrastructure investment.

Regulation

Implementation of a coordinated and consultative approach to the development and implementation of policies and regulation.

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