

REFLECTION - MAIN TRENDS OF 2019



Value Add Producers looked for ways to add value so they could sell a product rather than a raw commodity.



Agtech There was a continued increase in Agtech investment, driven by the world-class Australian life science universities and technology hubs that played a leading role in agricultural technology research. The new technologies continued to deliver value for producers and challenged old systems and processes.



New Markets The industry continued to better understand consumers, both locally and internationally. We saw change in customer purchasing habits; and wellness trends created new markets for products, such as the inclusion of pre- and probiotics, and Keto, Paleo and Low-FODMAP Friendly Foods.

OPPORTUNITIES - AREAS OF FOCUS FOR 2020

We believe that the opportunities for the industry in 2020 are:



Agtech The investment in Agtech will continue to grow. The industry is seeking to establish Australia as a global hub for both agriculture and food tech innovation, and this will be driven by both local and overseas investment. Australia's excellence in research and innovation will help drive opportunities in relation to growing technologies and predictive analytics, meat alternatives and food safety/traceability.



Sustainability and Waste Reduction Consumer expectations of a pro-sustainability approach will rise and this will include a focus on environmentally and socially responsible production and manufacturing. The focus on the reduction of food waste will continue, which will see an increase in the repurposing and use of fruit and vegetables. These initiatives not only assist in food waste reduction, but also create a new source of revenue.



Value Add We expect producers to continue to look for ways to add value and access/create new markets. This could be in the form of food and beverage products containing added health ingredients and supplements for nutritional benefits (functional food and beverages), creating new on the go snacks and bite sized superfood, or newer products such as macadamia butter, increasing their market share.



Export The Australian food and agribusiness industry reputation for producing clean and green products that are ethically and sustainably sourced, while being safe and nutritious, will continue to help drive export growth in 2020. Efficient food supply chains and reduced regulatory roadblocks will be a key component in ensuring success for food and beverage exporters.