PILLAR 1:

MARKET OPPORTUNITIES

> "There are significant opportunities for the South Australian grain industry with the advent of the plant-based protein movement. The question is, how do we best capitalise on that?"
>
> **PILLAR CHAMPION PROFESSOR WENDY UMBERGER**

2030 VISION

The South Australian grain industry will be engaged with a range of diverse and differentiated domestic and international markets based on an advanced understanding of consumer needs and wants.

Position South Australia as a global leader in plant-based food research

Implement a value chain approach, requiring buy-in from across the whole industry

Establish SA as the Australian origin of choice for baking wheat, soft grains and feed grains

This pillar identifies genuine opportunities to develop new or expanded markets for South Australian grain. To capture these opportunities, the South Australian grain industry must move beyond operating in supply chain mode and instead adopt a value chain approach which involves each participant having a deep understanding of markets and consumer demands.

There is a unique opportunity for SA to establish itself as the origin of choice for baking and soft wheat. If successful, the industry can recapture lost export markets and embed South Australian grain in new Asian markets where there is an emerging middle class which is demanding food products more aligned to western tastes.

Equally, there is an opportunity for SA to become the origin of choice for the feed grain market, both domestically and internationally.

A new approach is required to capitalise on these wheat and feed grain opportunities, including the willingness to breed and grow different varieties to meet these market demands.

There is also an exciting opportunity to position SA as a leader in plant-based food and create other markets through investing in pulse, oats and oilseed projects, turning niche initiatives into large, accessible and profitable markets for SA growers.

Expanding the South Australian pulse industry is a key initiative of the Blueprint. This recognises the opportunities and importance of pulses in the cropping rotation for South Australian growers, who have a wealth of experience in growing pulse crops. Pulses also offer growers more flexibility in the types of crops that can be grown across a range of soil types and rainfall zones.

ALIGNED PLANS

The National Farmers' Federation (NFF) 2030 Roadmap

Primary Industries and Regions SA (PIRSA), SA Government and Industry, Growth State - *Food, Wine and Agribusiness Draft Discussion Paper 2019*

Grains Research and Development Corporation (GRDC) *Research, Development and Extension Plan 2018-23*

South Australian Research and Development Institute (SARDI) *Strategic Plan 2018 - 2023*

Grains Industry Market Access Forum (GIMAF) *Strategic Direction (2011)*

Australian Export Grains Innovation Centre (AEGIC) *Australia's grain supply chain: Costs, risks and opportunities (2018)*

AEGIC *Structural change in SA's grain industry (2019)*

Pulse Australia *Pulse Growing industry outlook (2019 – 2024)*

PILLAR 1. MARKET OPPORTUNITIES

PRIORITIES	TARGETS	PROJECT AREAS
Develop greater information flow through the supply chain to understand market demands and opportunities, including potential reactions to non-tariff measures.	**1.1** Build a diversified export and domestic market base. **1.2** Create a communication pathway that enables market intelligence information from collaborating organisations to be relayed regularly to South Australian growers. **1.3** Establish a coordinated response to potential non-tariff trade barriers.	• Identify major export destinations that will demand SA product by 2030. • Continue to build knowledge of market access requirements connecting growers more directly with market signals. • Encourage establishment of government-to-government relations to support the production and export of pulses, oilseeds and grains. • Source and disseminate market intelligence information to agronomists and farming systems groups as an extension investment. • Deliver education programs to growers to inform decision making regarding marketing and logistical choices. • Support research to identify key export opportunities, such as Africa.
Pulse opportunities. Grow pulse sector value by 3% per annum.	**2.1** Establish pulse fractionation and processing capability in SA. **2.2** Genetic improvement and management of pulse crops to meet global demand for plant protein, ingredients and animal feeds. **2.3** Expand pulse production on low rainfall land.	• Develop varieties suitable for domestic processing where visual characteristics are no longer as important. • Develop options for growers to produce feed lentils for aquaculture and pet food markets. • Commission a report on projected future demand for plant-based protein, particularly in Indonesia. • Conduct research to promote the economics of concentrated plant protein against water/carbon footprint. • Explore opportunities to diversify export destinations for faba beans. • Conduct research to support the introduction of medium/large (Jumbo type) lentils.
Develop additional malting barley opportunities.	**3.1** Fast-track opportunities to diversify the malting barley market for SA growers. **3.2** Develop opportunities to export SA malting barley to India by addressing technical barriers to trade. **3.3** Conduct research on producing varieties in high demand in key Asian markets and the quality and functionality of those varieties.	• Identify alternative markets for SA malting barley, including the expansion of domestic malting capacity. • Ensure the accreditation of malting varieties is aligned with export market requirements, not just the domestic market. • Align malting barley production with key demand centres and/or proximity to the domestic market. • Develop and produce 250,000 tonnes of low-astringency malting barley to compete directly with varieties such as Metcalfe.

PRIORITIES	TARGETS	PROJECT AREAS
Tailor production to meet increased coarse/feed grain demand domestically and internationally.	**4.1** Support the expansion of intensive livestock production in SA to drive feed grain demand. **4.2** Develop feed grain research and breeding programs in SA, specifically catering to SA's environment. **4.3** Support research into feed grain production in SA and engage with growers on production. **4.4** Build and deliver long-term breeding pathways.	• Fast-track access to and availability of germplasm for breeding, demonstrating a commercial impetus to breeding companies to develop and commercially release suitable feed grain varieties. • Develop protocols for market acceptance. • Establish a nationally consistent End Point Royalty pathway for feed grains. • Develop alternate feed grains for cropping rotations.
Produce 500,000 tonnes of wheat per annum suitable for cakes, biscuits and/or white salted noodles.	**5.1** Investigate potential noodle wheat varieties suited to SA. **5.2** Source market intelligence information from collaborating organisations and communicate this to SA growers.	• Build and deliver long-term breeding pathways. • Develop protocols for market acceptance.
Aim to produce up to 1m tonnes of elite baking wheat annually.	**6.1** Target specific market opportunities for SA-grown baking wheat. **6.2** Establish collaborative arrangements between breeders, producers and the marketplace to produce sufficient qualities of baking quality grain to determine the market acceptance of SA-grown wheat.	• Encourage existing breeding companies to produce suitable adapted varieties to meet emerging baking wheat markets. • Develop value chain protocols to assess market acceptance of speciality varieties. • Identify and remove barriers to fast-track access and acceptance of gene editing technology for breeding. • Link market demand with breeders and end users
Oilseed opportunities.	**7.1** Generate a tenfold increase in the production of specialty oils in SA, such as safflower, hemp and linseed from approximately 2000 tonnes to 20,000 tonnes. **7.2** Develop and commercialise plant-based sources of industrial and food ingredients, utilising gene technology. **7.3** Support the adoption of new canola varieties to lift productivity.	• Develop a canola breeding program specific to SA environments (as opposed to taking varieties developed for east coast production). • Attract investment to SA in research and development and breeding programs for high-value oilseeds based on emerging health and food ingredient demand. • Fast-track commercial cultivation of Omega-3 canola varieties in SA for use in aquaculture feed and human consumption.
Oats opportunities. Meet a market opportunity of 300,000 tonnes of milling oats for export and domestic consumption.	**8.1** Meet the increased demand for milling oats high in beta-glucan in existing export and domestic markets, including an expanding organic market. **8.2** Explore the opportunities to export high beta-glucan oats into new markets, particularly South-East Asia. **8.3** Maintain and, where feasible, grow export markets for fodder to Japan, China and other Asian markets.	• Target breeding of high-quality oats to meet consumer preferences and promote the on-farm management practices required to produce high yields of quality grain. • Support the local development of foods containing oats high in beta-glucan to broaden domestic and international export opportunities. • Determine the feasibility of establishing a new oat processing plant on the Eyre Peninsula and/or the Lower North. • Identify alternate end uses for oats, such as noodles, oat rice and dairy substitutes.