



## **South Australia:** A Food, Wine and Agribusiness Powerhouse



#### Spotlight on South Australia

South Australia is the southern, central state of mainland Australia. Similar in size to Egypt or France and Germany combined, South Australia is home to 1.8 million people.

The state boasts incredibly diverse landscapes, from rugged outback wilderness and spectacular coastlines to scenic mountain ranges and fertile farmland.

In addition to being central to the state's identity, South Australia's agriculture, food and wine industries are our biggest export industry. In 2022-23, our agriculture, food and wine industries generated \$18.5 billion in revenue and supported more than 78,000 jobs.

South Australia's food and beverages are renowned across the world for being premium in quality and produced sustainably in clean water, clean air and clean soil.

#### What makes South Australia so competitive in global markets?

We have a strong rural economy with each region focusing on its unique point of difference. From the vast pastoral areas that grow grass-fed beef and wool to the intensive horticultural, cropping and wine districts and regional seafood centres, we have a reputation for premium produce.

These characteristics are supported by rigorous and defensible assurance standards and credentials.

South Australia enjoys a clean natural environment, encompassing diverse microclimates and clean rich soils, pristine water sources, abundant sunlight and green pastures.

Enhancing our reputation for innovation and technology expertise, South Australia is home to globally-recognised education, research and development institutions.

Our state is also protected by legislation supporting South Australia's primary production and clean environment, including well-established natural resource management, biosecurity and comprehensive food safety and quality assurance standards.

The following pages provide a snapshot of the diverse food, wine and agribusiness industries in South Australia.

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#### POPULATION: **1.8 MILLION**

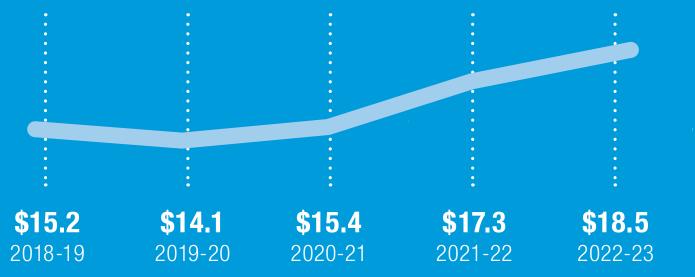


#### **TOTAL LAND AREA: 983,482 KM<sup>2</sup>** (379,725 MILES<sup>2</sup>)

## \$18.5 BILLION TOTAL REVENUE

FIELD CROPS	\$7.76	
LIVESTOCK	\$3.60	
WINE	\$1.93	
HORTICULTURE	\$1.81	
FORESTRY	\$1.46	
DAIRY	<b>\$0.75</b>	
WOOL	\$0.55	•
SEAFOOD	\$0.51	•
OTHER FOOD	\$0.15	1

## **REVENUE** \$ BILLION



#### South Australia's Agriculture, Food and Wine Regions

SOUTH AUSTRALIA

4 Agriculture, Food and Wine in South Australia



## South Australia's global position

Agriculture, food and wine is South Australia's largest export industry, with exports accounting for half of the state's total exports. Agriculture, food, forestry and wine exports have increased 75% over the past 10 years and reached \$8.8 billion in 2022-23.

Of the \$8.8 billion, field crops accounted for 63% or \$5.6 billion, followed by wine exports at 15% or \$1.30 billion, and livestock, dairy and wool combined at 14% or \$1.2 billion. Horticulture exports totalled \$452 million and seafood exports amounted to \$178 million.

South Australia's premium food and wine is transported directly from the farmgate or wharf to more than 100 countries through an extensive statewide logistical infrastructure and network of both container-loading and deep sea ports.

3.



#### **TOP 10 AGRICULTURE, FOOD AND**

#### Transitioning to a green economy

#### South Australia is transitioning to a green economy and our primary industries are integral to reaching our net zero target by 2050.

South Australia enjoys many natural advantages and harnesses these to be a world leader in renewable energy, with 70% net renewable electricity usage and 100% of demand from renewable resources on 180 days in 2021.

While our environment encompasses a range of microclimates and clean soils, pure water sources, plenty of sunlight and fertile farmland, South Australia is nonetheless the driest state in the driest inhabited continent on Earth.

Consequently, resilience and adaptability have been features of our sustainable agriculture, instilling a can-do mindset for our transition to a green economy.

The Department of Primary Industries and Regions' research arm, the South Australian Research and Development Institute, along with our tertiary institutions and partners at the Waite Research Precinct all continue work on advancing every facet of agriculture in the face of a changing climate, while also reducing its carbon footprint. Reducing agriculture's environmental impact is key to South Australia becoming a green economy and real progress is being made.

Research is wide-ranging, from soil carbon to almond husks being used in a nutrient-rich soil additive.

There's also the large-scale commercialisation of seaweed as stock feed that significantly reduces the production of enteric methane, while research is planned into the use of grape marc (solids left after winemaking) for stock feed, also with methane reduction possibilities. The adoption of agtech solutions to maximise production while minimising inputs also continues to trend upwards as our primary producers recognise the short and long- term benefits for their businesses and the environment.

The future of South Australia's primary industries and our green economy is being driven by strategic planning, science, coordinated execution and, most importantly, a shared vision.

#### Food and beverage manufacturing

South Australia is the proud home of iconic food and beverage products and brands adored by local and international consumers alike.

Not only does South Australia pack, process and valueadd primary produce, we also manufacture a wide range of finished foods. Our local food and beverage industry has a global reputation for producing a world-leading range of products, such as convenience and other specialty foods, confectionery, and alcoholic and non-alcoholic beverages.

The top five key markets for South Australian food and beverages include the United States of America, China, Japan, South Korea and Hong Kong.

Consumers, customers and importers buy South Australian food and beverages with confidence, knowing they can trust these products are produced safely and sustainably. Our businesses adhere to the highest standards, supported by legislation, monitoring, compliance and education delivered across the three levels of government in Australia.

In addition, South Australia's food and beverage industries are responding strongly to global consumer trends and innovating in categories such as 'free from', plant-based and health-boosting products. The industry is focused on investment in new product development.

We have a thriving restaurant, café and cellar door culture that celebrates our wonderful food and beverages. Our local producers have developed a range of experiences that are an important feature of our tourism offering and are a key feature of our lifestyle.

South Australia also attracts international attention through a range of food and beverage festivals, including Tasting Australia.

The food and beverage industry is the state's largest manufacturing sector, which has delivered year-on-year growth for over two decades.



#### SOUTH AUSTRALIA'S LARGEST MANUFACTURING INDUSTRY AND SUSTAINABLE PRODUCTION

**1,850** BUSINESSES IN SOUTH AUSTRALIA IN FOOD, WINE AND BEVERAGE MANUFACTURING \$24.5b GROSS FOOD REVENUE

\$1.9b FINISHED FOOD EXPORTS \$13.9b RETAIL SERVICE SALES VALUE



# Grains and oilseeds

South Australia is recognised as one of the global leaders in the international grain industry with some of the most diverse producers in the world providing the raw materials for everything from Japanese beer to Chinese noodles.

We are home to around 4,500 grain farms producing, on average, eight million tonnes of grain annually – about 20 per cent of Australia's total grain production. Major crops include wheat, barley, lentils and canola.

South Australia's clean environment and Mediterranean climate provides warm, dry conditions during grain ripening and harvest, ideal for wheat generating golden grains and higher protein.

The state's Yorke Peninsula produces some of the best malting barley for brewing in the world and we are also the largest lentil producer in Australia.

South Australian grain is used locally to manufacture a range of premium food products, including pasta, beer, flour, bread, biscuits and oat cereals. There is a significant opportunity to process even more SA grain, pulses and oilseeds locally to meet the rapidly-growing market for plant-based protein.

South Australian crops provide essential feed for the local livestock industry, with feed grain and hay also exported around the world.

South Australia's grain crop is supported by natural rainfall, without a reliance on irrigation. This means that as South Australian grain yields continue to increase, there will be no impact on our water resources.

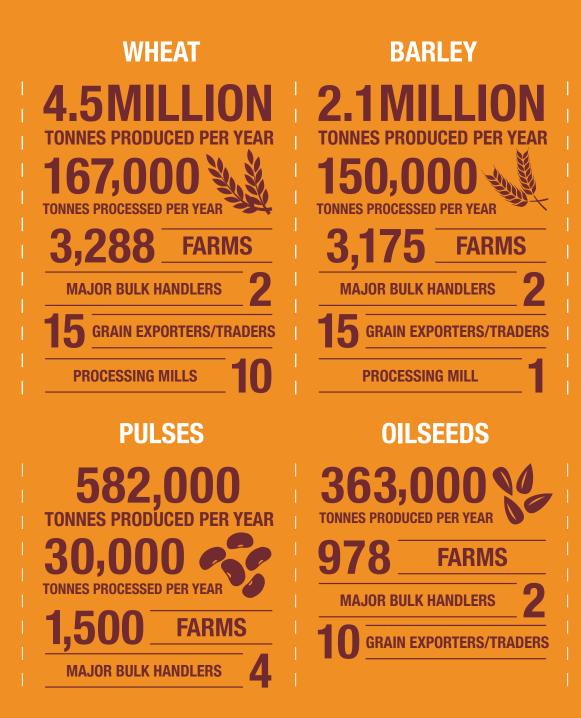
Our integrated transport and storage network across road, rail and sea gives local grain a quick path from farmgate to international markets via deep sea container and bulk loading ports.

Our grain industry is known globally for its innovation. South Australia's Waite Research Precinct has the largest concentration of expertise in the Southern Hemisphere in plant biotechnology, plant genomics, cereal breeding, sustainable agriculture and land management.

Around 80 per cent of South Australia's grain is typically exported to key international markets including South East Asia, the Middle East and European Union.



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#### **TOP 3 EXPORT DESTINATIONS** INDONESIA | CHINA | BANGLADESH



### Wine

Wine is central to South Australia's story. It's part of our culture, a source of immense local pride and a story we are delighted to share with the world.

South Australia is indisputably Australia's wine state and is a proud member of the prestigious Great Wine Capitals Global Network – an exclusive group of 12 internationally-renowned wine regions, including Bordeaux and the Napa Valley.

We produce 80 per cent of Australia's premium wine and 50 per cent of all bottled wine.

Our state's 18 picturesque wine regions have some of the world's oldest vines, thanks to rigorous biosecurity measures which have kept the state free from the vine ravaging pest phylloxera.

We are renowned for our premium wine experiences in every region of South Australia. The state has more than 3,250 vineyard owners, 680 wineries and 340 cellar doors – 200 within an hour's drive of the capital city of Adelaide.

South Australia has a proud winemaking heritage and a reputation as a leader and innovator. For example, South Australian winemakers pioneered the screw cap closure that revolutionised quality assurance and convenience.

Modern low-input winemaking techniques and a commitment to environmental sustainability have helped preserve the industry for future generations. A highlight is our water use through irrigation, which is 14 per cent lower than the national average, despite South Australia being the driest Australian state.

South Australia has long been home to Australia's most prestigious wine brands – Penfolds, Hardys, Jacob's Creek, Wolf Blass, and Henschke – and is now an incubator for new and emerging wine labels which are attracting significant acclaim throughout the world.

Adelaide is a wine innovation hub, home to the National Wine Centre and Australia's leading viticultural education, research and development institutions.

Wine from South Australia is consumed throughout Australia and approximately 75% of wine production is exported to around 100 countries across the world, including key export markets such as the United Kingdom, Hong Kong, United States of America, Canada, Singapore and New Zealand.







TOP 3 EXPORT DESTINATIONS UNITED KINGDOM I HONG KONG I UNITED STATES OF AMERICA





# Meat and livestock

South Australia's pastoral and mixed farming areas are home to a thriving meat and livestock industry, recognised worldwide for its premium quality and sustainable production practices. From paddock to plate, our quality meat is being enjoyed around the world, from trendy Manhattan restaurants to high end supermarkets in Hong Kong.

This is a diverse statewide industry that includes beef, sheep, pigs, chickens, kangaroos, goats, wool, eggs and hides.

South Australia produces around 550,000 tonnes of meat and more than 56 million kilograms of wool, and has built a reputation for sustainable and innovative production methods.

Sheep production is the largest of South Australia's meat and livestock industries, closely followed by beef cattle and strong domestic demand for pork and chicken meat.

South Australia is Australia's largest pig processor, with around 23 per cent of the nation's pork produced here. South Australia is also a major state for poultry production and processing.

Food safety and integrity is central to primary production and processing in South Australia, with industry needing to adhere to high standards of food production prescribed in legislation.

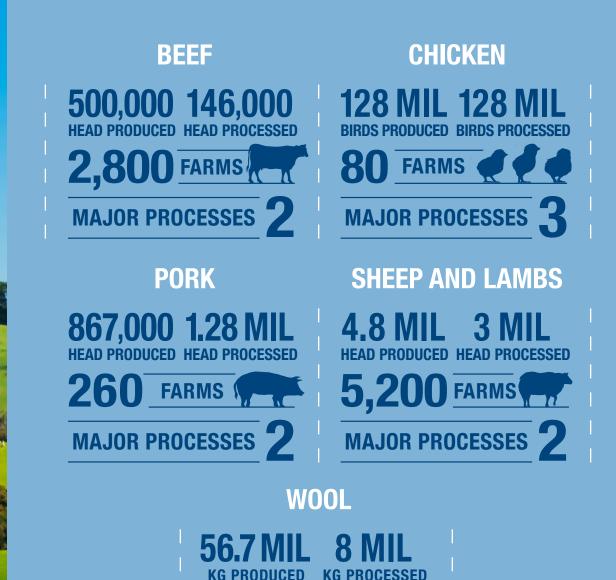
Our biosecurity systems and freedom from many global diseases, high animal welfare standards and sustainable production practices all support consumer confidence and market access for our products.

The state has a strong egg production industry, with all commercial egg farmers accredited under the South Australian egg food safety scheme, demonstrating compliance with the Australia New Zealand Food Standards Code.

South Australia is the nation's largest kangaroo meat exporter and is a leader in the harvest of other undomesticated livestock including goat, camel and alpaca.

South Australia boasts a strong integrated supply chain, from commercial producers through to processors and exporters. Key export markets include the United States of America, China, South Korea, and Japan.







**MAJOR PROCESSES** 

**FARMS** 

4,60





### Horticulture

South Australia is a leading producer of temperate horticulture products including almonds and citrus that can be found in households and on restaurant tables around the world within hours of harvest.

We have an ideal horticultural environment with diverse microclimates – from high-rainfall, cool climates to warm, dry regions – pristine water sources, clean rich soils and abundant sunlight. This means we can produce a vast range of fruit, vegetable and nut crops.

South Australian producers have a long history of leadership in efficient irrigation technologies and management that ensures sustainable use of our water resources, in particular the Murray River, our underground aquifers and recycled water.

South Australian horticulture is characterised by a high degree of increased value creation through innovative production and processing.

Home to the largest climate-controlled glasshouse in the southern hemisphere, we are now leading technological advances in large-scale temperature-controlled vegetable growing in Australia.

Rigorous and highly-responsive biosecurity systems make South Australia the only mainland state in Australia that is fruit fly and phylloxera free.

South Australia is home to the National Sterile Insect Technology Facility, playing a nationally-significant role in the control of fruit fly and our state's fruit fly free status.

Our horticulture industry is globally-recognised in research, education and development – including at the Waite Research Precinct and Loxton Research Centre. South Australia is also home to the Australian Almond Centre of Excellence.

South Australia's central location makes it an industry hub for the nation's road, rail, sea and air networks and ideally placed for export produce to quickly reach key markets including Japan, China, Hong Kong, New Zealand, Germany and the United States of America.







### Seafood

South Australia's clean waters are home to some of the world's most sought-after premium quality and sustainable seafood, with our highly-prized Southern Bluefin Tuna featured on menus in upmarket Japanese sushi bars and our rock lobster showcased in five star restaurants in Hong Kong.

South Australia's seafood industry extends from Ceduna in the west, right along the state's 5,000 kilometres of coast, including Kangaroo Island, and to the south-east fishing hubs of Robe and Port MacDonnell.

Port Lincoln, on the tip of the Eyre Peninsula, is Australia's seafood capital, home to one of the largest and most diverse fishing fleets in the Southern Hemisphere and a major centre for aquaculture and wild catch fisheries.

There is a wide range of commercial fisheries and seafood processors all producing high value products, including Southern Rock Lobster, Southern Bluefin Tuna, oysters, mussels, prawns, abalone and Yellowtail Kingfish.

South Australia is recognised internationally for its world-class fisheries and aquaculture management, supporting a global reputation for premium quality, sustainable seafood.

There is also a diverse land-based aquaculture industry with farmed freshwater and marine finfish, barramundi, trout, marron, yabbies, algae and marine molluscs.

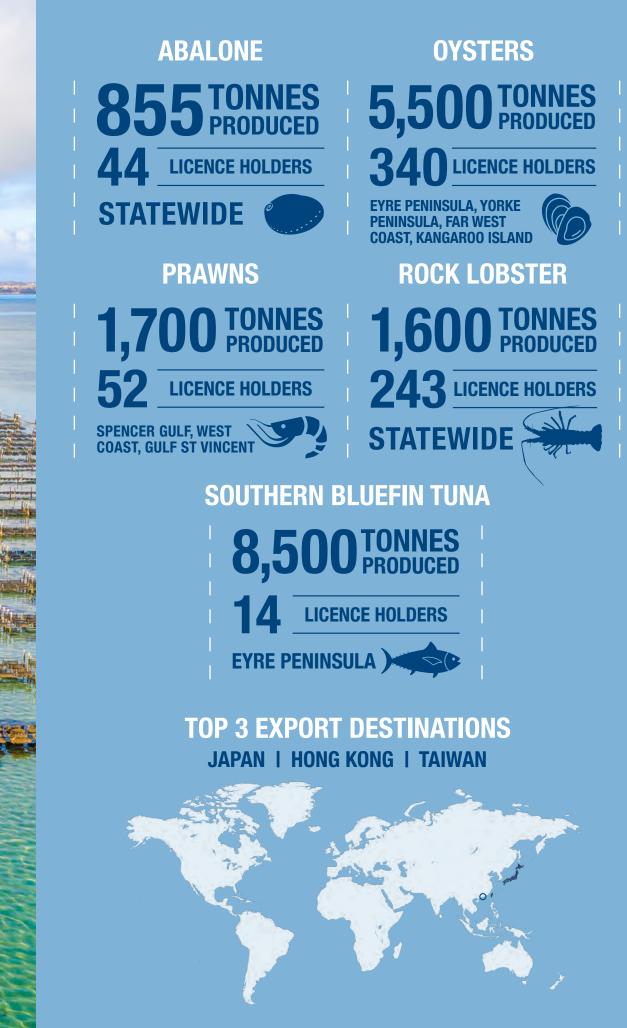
Management of the marine ecosystem through environmental monitoring, aquatic animal health programs and strict zoning requirements ensures South Australian seafood is supported by systems and standards that guarantee sustainability.

Some of our seafood industries have achieved internationallyrecognised independent accreditation. The Spencer Gulf King Prawn Fishery was the first king prawn fishery in the world to gain the prestigious Marine Stewardship Council certification. Pipi and sardines have also attained this high international sustainability standard.

Within the aquaculture sector, Clean Seas Seafood Limited has attained the equivalent Aquaculture Stewardship Council (ASC) has achieved ASC certification for their Kangaroo Island Abalone farm.

South Australian seafood is exported throughout the world with particularly strong demand coming from China, Hong Kong and Japan.





### Dairy

South Australia produces of some of Australia's highest quality milk and dairy products. Our fresh drinking milk, yogurt, cheese, butter and ice cream are consumed throughout Australia and around the world, including key export markets of Japan, New Zealand, Korea and China.

South Australia's average milk production per cow is consistently the highest in Australia. The industry ranges from large commercial milk processors to world-leading boutique artisan cheesemakers.

Our local industry has an internationally-recognised safety record, with quality assurance programs overseen by Dairy Safe South Australia – a statutory body responsible for the verification of food safety standards at both farm and processing plant level.

South Australia's clean environment, abundant sunlight, rich soils and pristine water sources have helped us forge an international reputation for the quality of our milk products, in particular our cheeses. The growth of organic farming and biodynamic dairy production has also led to our artisan producers winning globally-recognised awards for innovation and quality.



**TOP 3 EXPORT DESTINATIONS** CHINA | INDONESIA | THAILAND



### Forestry

Australia's first commercial plantation forests were established in South Australia in 1876. Today, the state has 165,000 hectares of softwood and hardwood plantations producing a wide range of timber products for domestic use and export.

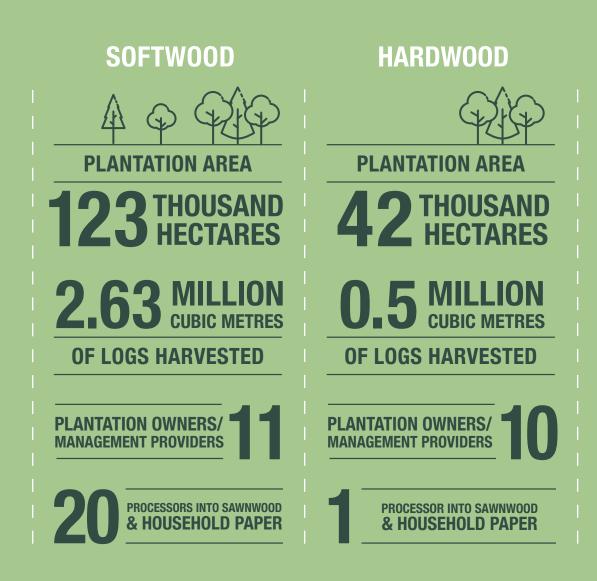
Markets for South Australian timber range from premium woodchips used to create paper, textiles and high-quality household papers, to construction timber for the building industry and fence posts for our farmers and grape growers.

South Australia harvests 100 per cent of its timber from sustainable plantations. This ensures native forests are protected, and every tree used has been planted specifically for wood production. Plantations also grow on natural rainfall and are not reliant on irrigation. All major forest growers are certified through independently-audited certification schemes that ensure the forests are responsibly managed.

Most of these growers and processors operate in the South Australian portion of the Green Triangle – a worldrenowned timber production region which includes southeast South Australia. Its Mediterranean climate and flat terrain are well-suited to all year harvesting using the latest, highly-efficient technology.

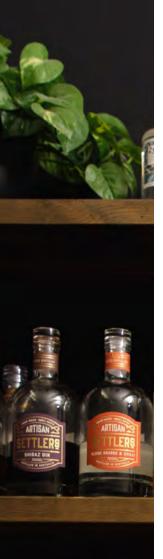
These plantation forests absorb carbon dioxide from the atmosphere and store it as carbon, which remains in wood products. About eight million trees are planted in South Australian plantations every year to ensure the cycle of plantation forests continues.





#### TOP EXPORT DESTINATIONS THAILAND I VIETNAM





## Spirits

South Australia is home to a burgeoning spirit production sector. Buoyed by the resurgence in the global popularity of gin, and the availability of high-quality neutral spirit as a by-product of winemaking production, producers have established a thriving marketplace that has supported their investment into production equipment required to grow across other categories in the spirits sector.

South Australia is uniquely placed to be the next craft whisky producing state, using the outstanding provenance of our grain sector and value-adding to this product to create world-class whisky. The craft spirit evolution continues to add to South Australia's global reputation as a producer of high-quality food and beverages.





#### WILD GROWN, INDIGENOUS AND OCEAN BOTANICALS ARE TAKING CLASSIC STYLES TO THE NEXT LEVEL

# **100+ DISTILLERIES**

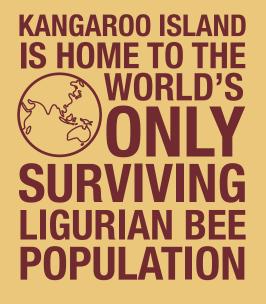


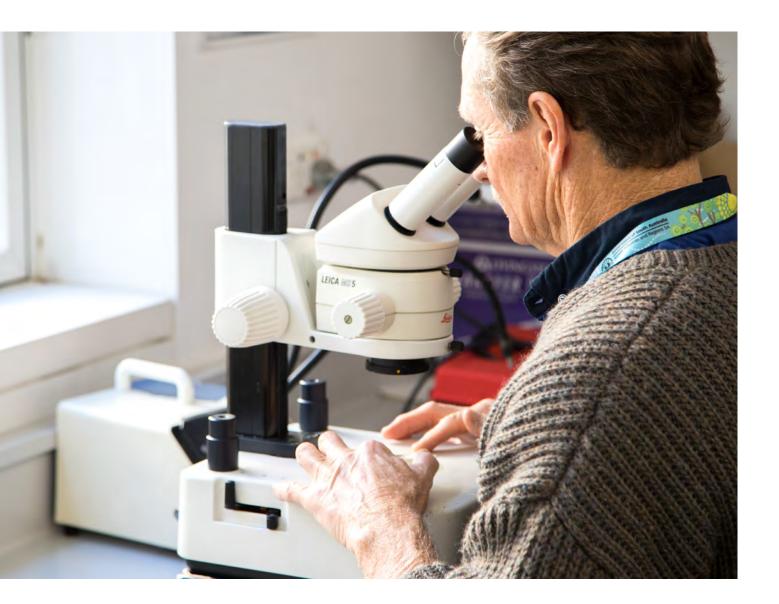
### Apiary

As well as producing honey, beeswax, pollen, royal jelly and venom, honeybees are critical for pollinating some of our important horticultural and agricultural crops including almonds, apples, cherries, blueberries, lucerne and clover.

Kangaroo Island is home to the world's only surviving Ligurian bee population, which still resides on the island more than a century after a chance relocation from Italy – producing premium and sought-after honey.

### OVER **3,000** BEEKEEPERS





### Research and education

South Australia has a thriving agricultural education and research and development sector, further enhancing our reputation for innovation and technology expertise.

The state is home to a number of globally-recognised education, research and development institutions with a focus on food, wine and agribusiness including major universities - the University of Adelaide, University of South Australia and Flinders University.

#### South Australian Research and Development Institute

The South Australian Research and Development Institute (SARDI) is the Government of South Australia's principal research institute within the Department of Primary Industries and Regions. SARDI has played a key role in advancing the productivity, quality, competitiveness, and long-term sustainability of the state's primary industries for more than 30 years.

SARDI pursues excellence through an extensive network of research centres, laboratories and field sites. Regional sites provide opportunities for local employment, community capacity building, technology transfer and industry development.

#### Waite Research Institute

South Australia's Waite Research Precinct is home to more than 15 leading organisations, including the University of Adelaide, Commonwealth Scientific and Industrial Research Organisation (CSIRO), the Australian Wine Research Institute and SARDI, and has the largest concentration of expertise in the Southern Hemisphere in plant biotechnology, plant genomics, cereal breeding, sustainable agriculture and land management.



#### Key partners

#### Department of Primary Industries and Regions (PIRSA)

PIRSA is a key economic development agency in the government of South Australia, with responsibility for advancing the prosperity and sustainability of the state's primary industries and regional communities.

PIRSA's work protects and enhances South Australia's premium food and wine brand, supports and grows our industries and regional communities and is vital to the state's economic prosperity.

GPO Box 1671 Adelaide, SA 5001 www.pir.sa.gov.au

#### Food SA

Food SA is South Australia's peak industry association – growing value, opportunities and connections for food manufacturing members and whole of industry through the delivery of key services and programs in the areas of market and business development, communications and events, as well as in-market representation through offices in Japan and China.

PO Box 124 Glenside, SA 5065 T: +61 8 8303 9435 E: contact@foodsa.com.au www.foodsa.com.au

#### **Primary Producers SA (PPSA)**

PPSA is the peak body representing primary producers in South Australia. Its members include the following six commodity groups:

- Grain Producers SA
- Horticulture Coalition of SA
- Livestock SA
- South Australian Dairyfarmers' Association
- South Australian Forest Products Association
- Wine Grape Council of SA

PO Box 259 Kent Town DC, SA 5071 T: +61 8 8297 0899 E: admin@ppsa.org.au www.ppsa.org.au

#### South Australian Wine Industry Association (SAWIA)

Established in 1840, SAWIA is the peak body representing the viticultural and winemaking interests of the state. The association's core functions are to provide leadership and strategy, to represent the industry and lobby on its behalf, and to provide advisory services to members which underpin the sustainability and competitiveness of our members' wine business.

1st Floor Industry Offices, National Wine Centre Botanic Road, Adelaide SA 5000 T: +61 8 8222 9277 E: admin@winesa.asn.au www.winesa.asn.au



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