



## On track for success: Australian oilseeds industry releases ***Australian Oilseed Industry Strategic Plan 2020-2025***

**SYDNEY, Thursday 22<sup>nd</sup> October, 2020** - The Australian oilseeds industry has today released the *Australian Oilseed Industry Strategic Plan 2020-2025* providing a roadmap for the industry to help address future issues and opportunities.

The Plan, developed by the industry under the stewardship of the Australian Oilseeds Federation (AOF), is designed to deliver the industry with ongoing and sustainable growth.

At the heart of the strategy is the vision for Australia's oilseeds industry to be a \$5 billion sustainable, internationally competitive, respected and cohesive industry that builds value by meeting market demands.

"This Plan provides a company such as ours with a deeper perspective of the bigger picture for the oilseed industry, both locally and globally, and helps us in turn shape our own planning to advance opportunities for the domestic Australian Oilseeds sector." comments Michael Tighe of Peerless Foods, Melbourne.

The Plan was prepared by the industry for the industry, and is the 5<sup>th</sup> Industry Strategic Plan developed over the past 20 years. The AOF facilitates the process through extensive consultations with industry, as well as drawing on the rich supply of information it holds.

"For our part, AOF's mission is to provide the leadership, support and representation to help the industry implement the strategies and activities outlined in the plan," says Nick Goddard, CEO of AOF. We also work to ensure the Australian oilseed industry is able to capitalise on opportunities for value adding and growth".

Opportunities identified, and which underpin the strategy's vision, include changing consumer trends, changing and growing feed demand, emerging technology, new supply chains, new production regions and end-user driven sustainability requirements.

"Of course, in any industry, there are challenges and risks that can potentially restrict its vision," says Nick. "So, the Australian Oilseed Industry Strategic Plan 2020-2025 also outlines these, and sets strategic priorities to help approach and address them."

-more follows-

These strategic priorities include:

***Consumer Focus***

- Actively promoting the benefits of Australian oil and meal in domestic and international markets
- focusing on delivering quality products tailored to end-user needs

***Market Access***

- Protecting and improving access to existing markets;
- expanding into new markets and facilitating market entry for new products

**Sustainability**

- Supporting the Australian Oilseed industry to be globally recognised as environmentally, socially and economically sustainable

**Innovation**

- Shaping the industry's environment and identifying and communicating industry priorities;
- supporting industry freedom to operate and fostering innovation;
- identifying and supporting the development of new products and new market opportunities

"We know it's been a tough year across the globe and, closer to home, here in Australia," says Nick.

"We're confident the Australian Oilseed Industry Strategic Plan 2020-2025 will go a long way towards helping to keep our industry as resilient, determined and successful as the last 110 years of the Australian oilseed industry".

The fifth five-year industry plan, Australian Oilseed Industry Strategic Plan 2020-2025 is available for download at [www.australianoilseeds.com](http://www.australianoilseeds.com)

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