



# Agriculture Development Strategy

*A 5-year Action Plan*

*2014-19*

#### **Document Index:**

1.	Kentish Economic Profile
2.	Kentish Economic Development Strategy (general)
3.	<b>Agriculture Development Strategy</b>
4.	Retail Development Strategy
5.	Tourism Development Strategy
6.	Lorinna Development Strategy
7.	Railton development Strategy
8.	Wilmot development Strategy

## Introduction:

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This Action Plan proposes a blueprint to guide the long-term sustainable planning and design of Kentish as an agriculture, viticulture, food and beverage hub through the years 2014-2019.

The Plan assesses the current operating environment; proposes objectives for this five-year period; then proposes a series of actions that achieve those objectives by leveraging existing assets and strengths, overcoming existing weaknesses and threats and developing new assets and strengths.

The goals, and strategy, were produced after community consultation, asset mapping and SWOT Analysis of the industry in Kentish, and an assessment of regional economic theory. For data and assumptions, see *Kentish Economic Profile* (document 1).

## Goals:

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1. Diversify opportunities for Kentish agriculture and food producers
2. Develop new markets for existing Kentish products
3. Develop new food and beverage-based products in Kentish
4. Develop downstream processing and value-adding opportunities
5. Increase employment in Kentish agriculture and food sector
6. Showcase Kentish produce locally
7. Improve networking among Kentish food & beverage producers; between Kentish stakeholders and external stakeholders; and between Kentish producers and customers
8. Assist expansion of viticulture and beverage micro-businesses
9. Focus on opportunities that build on Kentish strengths
10. Council an active lobbyist on issues of importance to Kentish agriculture sector

## Actions:

<b>Industry development:</b>
Develop Kentish Agriculture Innovation Group to improve networking and collaboration between Kentish producers; between Kentish agriculture identities and external goods, service, knowledge, skills and research providers; to customers; and to connect Kentish producers to opportunities, markets, knowledge and skills
Identify new supply chain opportunities in Kentish
Promote agricultural opportunities in Kentish
Lobby for and on behalf of Kentish agriculture, food and beverage businesses
Explore potential agriculture income streams for micro and hobby farms
Connect Kentish agriculture industry and businesses to skills development opportunities and government assistance
<b>Product development:</b>
Help identify emerging agriculture opportunities and connect Kentish agricultural stakeholders to those opportunities
Connect Kentish producers to new opportunities from existing products, including downstream processing, value-adding, waste utilisation (e.g. juices, flavouring, convenience food, health food)
Support Cradle to Coast Tasting Trail and connect Kentish producers to Tasting Trail opportunities
Explore local fresh produce opportunities
Support development of high-quality boutique/niche crops and products
Support development of low-volume, high-yield crops
Explore co-op production & selling among small producers and linked producers
Explore opportunities in emerging products and products of identified growth, including:
<ul style="list-style-type: none"> <li>• Predicted increase in poppy demand until 2017</li> </ul>
<ul style="list-style-type: none"> <li>• Leverage emerging dairy opportunities in North-West</li> </ul>
<ul style="list-style-type: none"> <li>• New vegetable and crop opportunities</li> </ul>
<ul style="list-style-type: none"> <li>• Organics</li> </ul>
<ul style="list-style-type: none"> <li>• Chinese vegetables</li> </ul>
<ul style="list-style-type: none"> <li>• Emerging niche crops</li> </ul>
<ul style="list-style-type: none"> <li>• Industrial hemp</li> </ul>
<ul style="list-style-type: none"> <li>• Viticulture</li> </ul>
<ul style="list-style-type: none"> <li>• Non-wine beverage production</li> </ul>
<ul style="list-style-type: none"> <li>• Honey</li> </ul>
<ul style="list-style-type: none"> <li>• Hydroponics</li> </ul>
<ul style="list-style-type: none"> <li>• Fodder crops</li> </ul>
<ul style="list-style-type: none"> <li>• New crop and pasture cultivars</li> </ul>

<ul style="list-style-type: none"> <li>• Agistment</li> </ul>
<b>Market development:</b>
Link Kentish producers to new markets for traditional and emerging crops
Assist to explore agriculture opportunities in tourism through food tasting trails, farm gate experiences, paddock-to-plate experiences, and use of locally grown produce in local cafes, restaurants and stores
Cradle to Coast Tasting Trail
Help to improve availability of Kentish produce in Tasmania
Assist development of platform for online produce sales
Connect to healthy food initiatives
<b>Marketing:</b>
Explore merit of Kentish or regional food brand (clean, green/ natural and healthy)
Support your local producer campaign
Establish and promote Kentish events that promote local food and produce
Explore provenance marketing: QR Codes
<b>Megatrends:</b>
Climate change – New opportunities in hazelnuts, other nuts, avocados, chillies, capsicums, berries, new wine varieties, crops vulnerable to frosts. With 3 degree temperature rises predicted for Meander Valley-Kentish region by 2085, hotter temperatures and more carbon dioxide will increase plant growth and growth rate
Pending global food shortage as demand rises and traditional supply systems put under pressure
Asia century – affluent Asians seeking high-quality food; massive rise in middle-class, residents seeking new food experiences, residents seeking quality and safe food
Key drivers of demand are lifting, including population growth in key markets
Motivations of food consumers when purchasing food: Sensory (tastes & looks right) influences 60% of decisions; Health 28%; Convenience 12% (megatrend data from Delloite: <i>Position for Prosperity</i> , 2013)