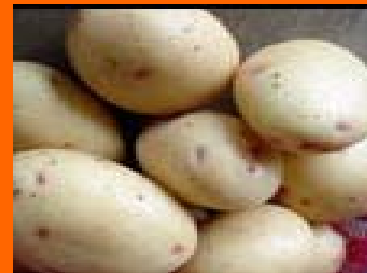


THE HORTICULTURAL INDUSTRIES

CONTENTS

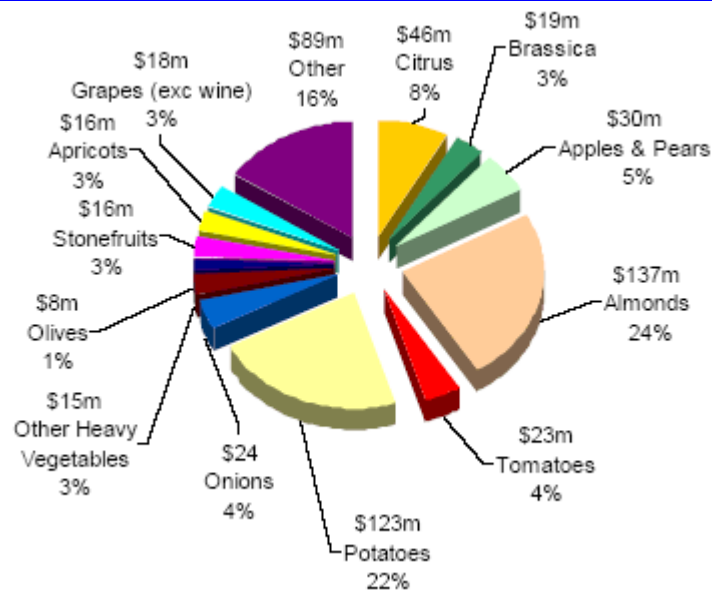
1. BACKGROUND TO MURRAYLANDS & SA HORTICULTURAL INDUSTRIES
2. REGIONAL DEVELOPMENT / EXPANSION POTENTIAL
3. IDENTIFYING INVESTMENT POTENTIAL
4. CHALLENGES
5. VEGETABLE STRATEGIC PLAN 2004-09
6. AUST. ALMOND INDUSTRY STRATEGIC PLAN 2006-11
7. DIVERSIFYING IN ASIAN VEGETABLE MARKETS
8. OLIVE INDUSTRY STRATEGIC PLAN 2006
9. THE CITRUS INDUSTRY PLAN 2005
10. MALLEE PRESCRIBED WELLS AREA – WATER USE REPORT
11. GENERAL INFORMATION



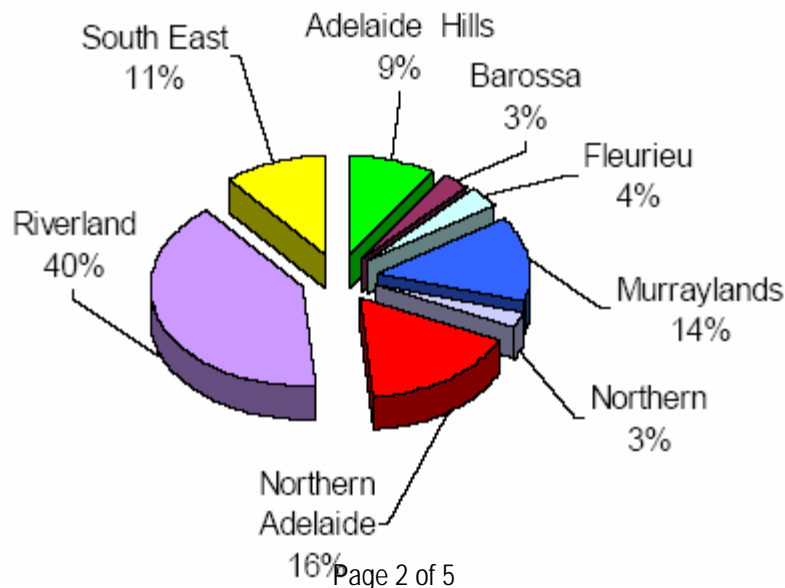
1) Background to SA and Murraylands Horticultural Industries

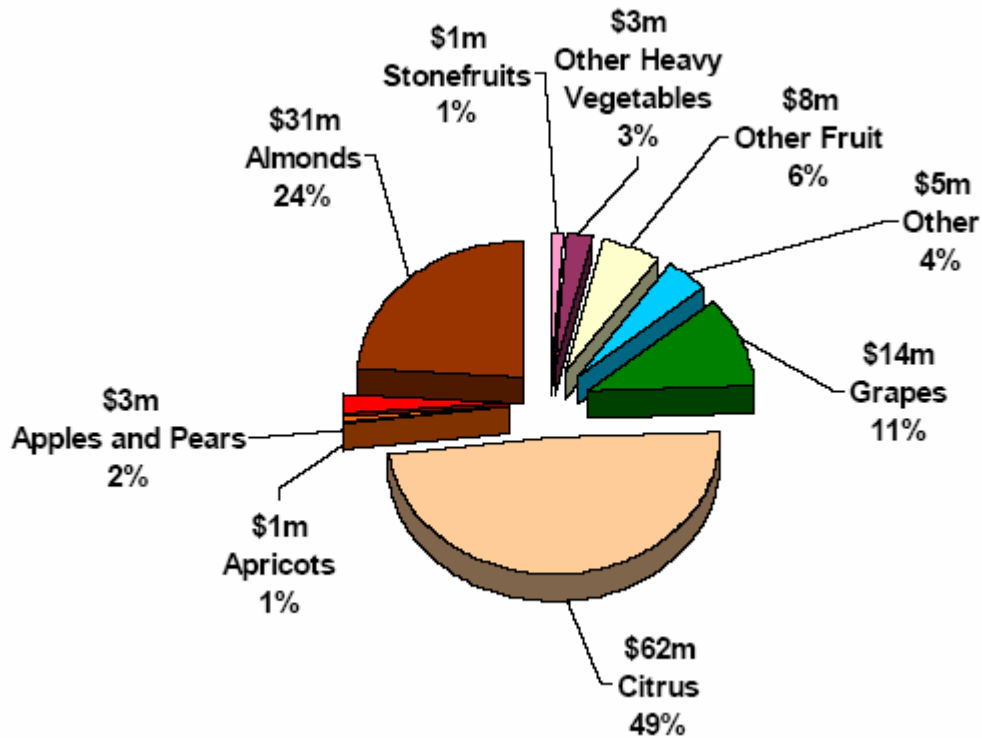
- In South Australia the major horticulture crops are potatoes, citrus, field vegetables, greenhouse vegetables, almonds, apples and pears, stone-fruit and olives which account for over 90% of horticulture revenue.
- In 2005-06 horticulture (excluding wine grapes), contributed 1.808 billion to the State food revenue, (excluding imports from interstate and overseas). Farm gate values were \$562 million and wholesale processed values of \$968 million.
- Horticulture Production Value - \$562 million - Farm Gate Values, Share by major Commodity, 2005-06 (excluding grapes)

www.safoodcentre.com/foodtalk/files/communities/docman/141/b4horticultureindustryover.pdf



- Over the year production values rose by \$55million (11%). This increase in production was partially due to almonds which increased by \$44 million (47%)
- The major horticulture production regions are: the Riverland (40% of product value), Murraylands (14%), Adelaide Plains (16%), Limestone Coast (11%) and Adelaide Hills (9%)





The above chart shows the value and share of the major horticultural overseas exports from South Australia over 2005-06. Citrus exports valued at \$62 million comprised 49 per cent of all horticultural exports. Other important products included almonds (\$31 million), table grapes and grape juice (worth \$14 million). Total Horticulture exports from South Australia increased by \$32 million (33 per cent) to \$129 million in 2005-06. The bulk of the increase was due to rises in almonds, with a smaller rise evident in citrus

- Onions, potatoes, tomatoes, carrots, lettuces, olives, almonds, citrus, deciduous fruits etc are some of the horticultural produce grown in the Murraylands. <http://www.coonalpynolives.com.au/> <http://www.parillapremiumpotatoes.com.au/>
- The Mallee Prescribed Wells Area has substantial horticultural crops including potatoes - 3,290 hectares, onions- 255 hectares, carrots- 120 hectares, olives - 720 hectares, and pistachios -225 hectares. (MPWA Annual Water Use - www.dwlbc.sa.gov.au/assets/files/SAMDB_Report_0405.pdf)
- There are successful niche market players in herbs, mushrooms, cut-flowers, capers etc. in the Murraylands www.uniken.com.au <http://www.australiancapers.com.au/>

2) *Regional Development / Expansion Potential*

- REPORT - Vegetable Industry Strategic Plan www.pir.sa.gov.au/data/assets/pdf_file/0009/23787/vegetablestrategicplan.pdf
- REPORT - Horticultural Strategic Development Framework 2007-09 www.pir.sa.gov.au/data/assets/pdf_file/0006/32775/IDBH_Strategic_Plan_v5.pdf
- REPORT – The Olive Industry Strategic Plan 2004 (www.safoodcentre.com/industry/files/links/olive_industry_draft_strat.pdf)
- REPORT - The Mallee Prescribed Wells Area Annual water use report has indicated a further 900 hectares are expected to be planted in the next two years. Crops for which increases are expected are - commercial and seed potatoes, olives, onions, pasture/cereal/ lucerne hay www.dwlbc.sa.gov.au/assets/files/SAMDB_Report_0405.pdf)

- REPORT – The Natural Chemistry of Australian Extra Virgin Olive Oil - www.rirdc.gov.au/reports/NPP/06-132.pdf,
- A Town and Industry water reuse program could provide a boost to some horticultural projects. A new technology has been developed by the Environmental Biotechnology Co-operative Research Centre together with the Australian Meat & Livestock Australia and Australian Meat Processor Corporation.
- REPORT – Australian Almond Industry Strategic Plan 2006-11
http://www.pir.sa.gov.au/data/assets/pdf_file/0005/51188/Almond_Overview_Latest.pdf
<http://www.aussiealmonds.com/files/5G16X61W0E/Almond%20Industry%20Strategic%20Plan%202006-2011%20Summary.pdf>

3) *Identifying Investment Potential*

- Given the stern realities of our limited water and soil resources there will be limited if any expansion of horticultural plantings in the Murraylands.
- Creating new industries for Water Re-use Programs; the Mallee Prescribed Wells Area; and Ground Water Inception Schemes should be promoted to Agricultural Managed Investment Companies. Some recent new projects that have been promoted in other regions are, willow trees for the cricket bat industry, native brush for fencing panels, table grapes, rambutans, olives, mangoes etc,
- The production of Asian vegetables is becoming a mainstream business <http://www.rirdc.gov.au/reports/AFO/01-01.pdf>
- Two opportunities currently being evaluated through a Horticulture Australia Ltd (HAL) partnership with PIRSA are the development of a mint oil industry and a dry culinary bean production industry.
www.horticulture.com.au
- REPORT - Rural Industries Research and Development Corporation - Index of Horticultural Research Reports
www.rirdc.gov.au/fullreports/index.html

4) *Challenges*

- The big challenge consuming the Horticultural Industries is water security and the long term effects of climate change
- Addressing the issues of a changing business environment subsequent to the changed water and irrigation protocols
- The capability and responsiveness of the industry for growth and structural adjustment to achieve efficiencies and economies of scale.
- Need for improved collaboration, good value-chain linkages and appropriate business size to achieve competitiveness and reduce transaction costs.
- The market conditions, especially the current high value of the A\$.
- Availability of skilled, permanent and casual workforce; accommodation and housing

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