South Australian Food Strategy 2010 - 2015
Beyond the expectations of consumers around the globe
# Table of contents

02  The vision  
02  Key targets  
04  Premier’s foreword  
06  Industry foreword  
08  Executive summary  
10  The value of food  
12  Strategic vision  
14  Strategic targets  
15  The value chain framework  
16  A partnership approach  
17  Global business environment  
21  Competitive position of South Australia  
22  Priorities  
23  Governance framework  
23  Implementation  
24  Performance framework  
25  Strategic framework  
27  For more information
The vision

“South Australian Food – beyond the expectations of consumers around the globe.”

Key targets

- Generate $16 billion in Gross Food Revenue by 2015
- Increase the food industry’s contribution to South Australian’s wellbeing
- Reduce the South Australian food industry’s impact on the environment
The food industry remains a foundation pillar of South Australia’s economy, and it continues to grow and prosper.

The most recent SA Food ScoreCard showed it contributes $12.4 billion, and employs almost one in five South Australian workers. Our reputation for world-class food and beverages means we now sell pasta to Italy, beer to Germany, and lentils to India.

The State Government remains strongly committed to helping ensure even more South Australian produce appears in restaurants, supermarkets and homes throughout the nation and around the world.

The most recent SA Food ScoreCard showed it contributes $12.4 billion, and employs almost one in five South Australian workers. Our reputation for world-class food and beverages means we now sell pasta to Italy, beer to Germany, and lentils to India.

This new South Australian Food Strategy 2010-2015 sets out a vision for “Food - beyond the expectations of consumers around the globe”. It has been developed around the important notion of the value chain, which starts with the consumer, in order to understand and deliver the products they want.

With this focus, we are aiming to generate $16 billion in revenue by 2015, and deliver even greater opportunities for South Australians. Increasing the food industry’s contribution to South Australian’s wellbeing, and reducing the food industry’s impact on the environment are also key targets.

Collaboration is the key to achieving these aims. We must work together across sectors, share experiences and expertise, and develop partnerships between industry and government along the entire value chain.

I am confident this new iteration of our SA Food Strategy will help us reach the goals contained in South Australia’s Strategic Plan, and deliver even greater prosperity.

I extend my gratitude to the Premier’s Food Council Executive for its contribution to, and endorsement of the Strategy, and I congratulate everyone involved in our food industry for their commitment and vision.

Hon Mike Rann MP
Premier of South Australia
On behalf of the Premier’s Food Council Executive I am delighted to present the South Australian Food Strategy 2010-2015.

The South Australian Food Plan began in 1997, and has developed into the new, comprehensive South Australian Food Strategy 2010-2015.

The food industry in South Australia continues to grow and strive towards sustainable international and domestic growth and the new Strategy, with its consumer focused vision will assist in delivering this growth across all sectors.

The overt reference to consumers in the vision is an important message for all businesses along the food value chain, from producers and processors right through to retailers.

Understanding our consumers and going beyond their expectations should be a goal for all businesses and the best way to achieve this is through collaboration – with suppliers, customers, government, researchers, advisors – everyone that is linked to the food industry.

Collaboration along the entire food value chain will be fundamental to successfully growing South Australia’s food industry, which is vast in output and relies heavily on small to medium-sized businesses.

We, as industry, need to focus on coming together to strengthen our capabilities and take advantage of market opportunities.

The Strategy is the result of extensive consultation with industry and draws on international expertise, notably the recommendations of previous Adelaide Thinker in Residence, Professor Andrew Fearne.

Through the Strategy and the Premier’s Food Council Executive we have the opportunity to work together in setting priorities for industry and government programs and ensuring the needs of South Australia’s food industry are met. I am proud that industry has been engaged with the development of this Strategy at all stages of the process.

The new South Australian Food Strategy 2010-2015 has been strongly built on past achievements and moves forward with ambition and confidence.

We, the Premier’s Food Council Executive have endorsed the direction articulated in the Strategy and I, along with all the people who make up the food industry look forward to being involved in its implementation.

Bronwen Gwynn-Jones
Co-chair Premier’s Food Council Executive
Executive summary

Food provides significant wealth and prosperity for South Australia.

Gross Food Revenue has been growing at an average of five per cent per annum over the past decade and reached a record high of $12.4 billion in 2008/09.

Collectively the industry provides a sizable contribution to our economy via our domestic and overseas consumption. Domestic consumption remains the dominant market for South Australian food based on value. However, overseas exports reached $2.38 billion in 2008/09 with finished food exports being a shining symbol for the State’s food sector, growing by an average of 6.8% per annum since the life of the SA Food Plan.

The food industry provided an employment opportunity for 146,000 or 1 in 5 South Australians in 2008/09.

The content of the South Australian Food Strategy has been developed as a result of extensive consultation with numerous stakeholders within industry and Government. The recommendations of Thinker in Residence, Professor Andrew Fearne, have been considered and embedded within the Strategy.

To remain internationally competitive, the industry must continue to meet consumer expectations by being sustainable, well managed and consumer driven. The Strategy is applicable to whole food value chain – starting from the consumer and working back through retail, distribution and processing to the producer.

Six priorities have been developed by industry and government for the South Australian Food Strategy 2010-2015 to enhance the growth and maintenance of the South Australian food industry. These priorities were informed by an analysis of the global business environment and the strengths, weaknesses, opportunities and threats facing the South Australian food industry.

1 Consumer insight and market development – understanding the consumer and having the ability to capture opportunities in a wide variety of markets will be vital.

2 Enhancing knowledge, collaboration and leadership – having the capability, skills and knowledge to work in a changing environment will be critical. Underpinning this will be the need to collaborate.

3 Enhancing capacity and productivity – improving productivity and having a business environment that encourages investment is essential in ensuring the ability to compete.

4 Optimising environmental sustainability – managing the limited natural resources (water, land, marine and biodiversity) is fundamental in moving forward.

5 Leading in product integrity – Providing safe and wholesome food to enhance consumer confidence and satisfy market expectations is essential in maintaining and growing markets.

6 Fostering regional and sector development – South Australia has a number of unique regional and sector attributes that can drive growth.
Gross Food Revenue for South Australia in 2008/2009 reached $12.4 billion and since 2000 has been growing at an average rate of 5% per annum.

South Australian food captures the whole value chain. It entails not only the businesses in the value chain, but also the relationships, collaboration and the flow of information, value and materials (Figure 1) between these businesses.

Figure 1 – A schematic representation of the food value chain

Domestic demand (national consumption) remains the dominant market for South Australian food based on value (72% of market share in 2008/09) with performance growth over the long term remaining comparatively stable. Nevertheless, over the longer term, the growth of overseas exports, particularly in processed foods, has been a significant growth driver for the State’s food industry.

South Australia’s major overseas food markets are Japan, United States and Hong Kong. In 2008/09 both commodity and processed exports to overseas markets were approximately $2.4 billion and growing at 5% per annum since 2000.

Over the longer term, seasonally dependent commodity exports have experienced significant volatility whilst finished food exports are more stable, indicating the importance of value adding.

Food production (farm gate) average annual growth has been at 2% per annum since the year 2000. Production was $3.2 billion in 2008/09. Major contributors are field crops, livestock, horticulture and seafood.

Finished food value reached $4.4 billion in 2008/09 and has been growing at an average rate of 3.8% per annum since 1996/97. The primary category drivers have been meat, fruit and vegetables.

Total employment across the South Australian food value chain reached a record 146 000 jobs in 2008/09 approaching 20% of South Australia’s workforce.
Strategic vision

South Australian Food – beyond the expectations of consumers around the globe.

The key elements of this vision are:

South Australian food

South Australian food refers to the whole value chain – starting from the consumer and working back through retail, distribution and processing to the producer. It is about the food we produce, the financial return it brings business and communities, the value it adds and the capabilities it requires. This informs and develops our approach to innovation, and our ability to be sustainable into the future.

Beyond expectations of consumers

Consumers are the ultimate end user of our products. The fulfilment of their expectations and desires (including their preferences for food and the production and delivery systems used) are fundamental to our success.

Around the globe

Whether food is delivered to local retail and food service markets, a bulk commodity customer or a specialty niche on the other side of the globe, South Australia has the capability to engage with the global market place. The opportunity exists to maintain and build on this for the benefit of business, industry, regions and the State.
Strategic targets

The Strategy has a suite of three Triple Bottom Line (TBL) headline indicators that highlight the performance of the South Australian food industry.

The TBL is represented by financial, social and environmental indicators.

Financial - Generate Gross Food Revenue to $16 billion by 2015

Gross Food Revenue measures revenue at all stages of the food value chain. The $16 billion target was established after conducting a detailed scenario analysis. This revenue measure will also be converted to and reported as a value added measurement to use as a contribution to Gross Domestic Product (GDP).

Social - Increase the food industry’s contribution to South Australian’s wellbeing

The food industry’s share of Gross Domestic Product per capita is the headline social indicator for the Strategy representing the contribution that the food industry is making to the wellbeing of South Australians. GDP per capita is internationally recognised as a measure of living standards and wellbeing. It has close correlation with the United Nations Human Development Index which is claimed as a standard means of measuring human development.

Environmental - Reduce the South Australian food industry’s impact on the environment

Water and Greenhouse Gas (GHG) Intensity are the combined headline environmental indicators for this Strategy. These are represented by mega litres of water and tonnes of CO2 equivalent per $million of food Gross State Product (GSP) respectively. Intensity targets are becoming attractive instruments for framing climate change policies and linking them to other policy goals. Intensity targets can lead to absolute reductions in GHG emissions and natural resource use by creating incentives for efficiency while at the same time accommodating sustainable economic growth. Intensity targets are almost always measured as emissions or resources used per unit of GDP. Water is currently South Australia’s number one finite natural resource and GHG emissions is debatably the number one priority for managing climate change and variability.
The value chain framework

The Strategy aims to enhance international competitiveness of the South Australian food industry by providing a framework for industry and Government to work collaboratively.

The key focus is for industry to adopt a value chain approach over the next five years to meet economic, productivity and environmental targets.

To remain internationally competitive, the industry must continue to meet consumer expectations by being sustainable, well managed and consumer driven. Food businesses must have skilled workers, excellent food safety systems, robust biosecurity systems and efficient infrastructure. With these elements in place, South Australia’s food industry will become one of the State’s best structured industries with a high performing value chain driven by collaborative and innovative businesses.

“Industry must become more consumer driven in its approach right along the chain of food, from paddock to plate and there is a need for collaboration around food industries - between Government, industry and the community, to enhance innovation and success.”

Professor Andrew Fearne, ‘Sustainable Food and Wine Value Chains’
The South Australian food industry is faced with a number of challenges and opportunities. In order to respond to these, it is critical that industry and Government work together to maintain and grow the food industry.

It operates in a global environment and is therefore not isolated from the impacts of events and trends around the world. These drivers, combined with our current structures and capabilities, are influencing how industry and Government respond and the way businesses operate through the value chain.

The Strategy underpins the development of the industry in South Australia. As such, there are many stakeholders and participants across the value chain. Each of these participants has a role to play in achieving the vision.

The role of industry

Industry and businesses are clearly responsible for identifying, analysing and capturing the opportunities before them. A strategy can only do so much, individuals and individual businesses must make their own decisions based on their own business drivers.

The role of Government

The role of the Government of South Australia involves facilitating sustainable economic growth as well as protecting and enhancing the social and environmental goals outlined in South Australia’s Strategic Plan.

Overarching responsibilities include:

- provisions of public infrastructure;
- land use and resource planning;
- education;
- ensuring sustainable resource use across competing industries; and
- provision of information and facilitation of administrative process.

The Government is committed to working with the SA food industry in the achievement of this Strategy.

A partnership approach
Global business environment

The South Australian food industry operates in a changing and demanding global business environment that presents a range of challenges and opportunities.

Global market volatility

South Australia has a high dependency on commodity returns, which have in the past experienced volatility due to shifts in the balance of global market supply and demand as well as fluctuating currencies.

The long-term outlook for demand in staple food categories remains positive due to expanding populations in developing economies and shifting consumption patterns which will see greater value placed on nutritious food items in those markets.

Global supply is constrained by limits on available arable land and the ongoing effects of climate change, which has reduced the reliance of production for a number of major producers and exporters. As markets sustain variable economic conditions, volatility will be an ongoing challenge.

These changing dynamics in global trade have seen the emergence of countries including Brazil, Russia, India and China who also compete in a number of Australia’s established markets. Additionally, the shift towards vertically integrated chains in international markets requires sophisticated and collaborative business practices to gain and maintain access to the food markets.

What this means for South Australia

To grow, greater intelligence and a focus on value adding and risk management are required as a result of commodity movements which are beyond the influence of the food industry.

Consumer demands

Consumers are the driver for this industry and are shaping its direction. As such, understanding their needs is critical in establishing a successful and competitive food industry.

Higher income, value for money (price), urbanisation, migration, demographic shifts, improved transportation, consumer perceptions regarding quality and safety and ethical values based on production system integrity are changing global food consumption patterns.

Consumers are increasingly vigilant regarding the sustainability of the production and delivery systems including economic, social and environmental aspects behind the food they are buying.

What this means for South Australia

Having a greater understanding of consumer wants and needs will maintain and grow profitable value chains.
Nutrition and health

Healthy and nutritional foods are becoming a key deliverable, not only for consumers, but also for governments around the globe. The global obesity epidemic linked to changing lifestyle, as well as an ageing population, are driving the escalating rates of preventable chronic diseases often associated with unhealthy diets.

In response to the crisis, governments are developing preventative health strategies and supporting social marketing campaigns aimed at promoting the adoption of healthy and nutritional food alternatives and decreasing the acceptance of unhealthy options.

What this means for South Australia

Take advantage of the opportunity to provide existing and new products due to the shift in consumer patterns for healthier, nutritional and ethical food choices.

Climate change and variability

While the impact of global warming will be felt in the medium to long term, all industries are under pressure to adapt and mitigate in the hope of alleviating or managing climate change. With a strong dependence on natural resources and energy, the food industry needs to consider new ways of doing business.

Governments will pursue regulatory responses to drive change, such as the Carbon Pollution Reduction Scheme. The expansion of regulation presents a risk of increased compliance and food costs, but adopting these changes will support competitiveness.

What this means for South Australia

The urgency of climate change and the need for early action (to reduce emissions now to avoid higher costs later) requires a holistic approach across the value chain.

Community expectations

As with consumers, the community and lobby groups are increasingly demanding the sustainability of primary industries. Community opinion on specific production and processing systems, ethics, climate change, other environmental issues and animal welfare, are examples of issues having an increasing influence on policy direction and consumer preferences.

What this means for South Australia

Industry needs to be proactive in the management of specific issues and continue a strong dialogue with Government. These expectations may also present new opportunities.
Finite natural resources

Prolonged drought in recent years has highlighted the scarcity of natural resources and the need for careful management within sustainable limits.

There is a raft of issues that impact on the food value chain including availability and access to water, land and marine environments, property rights, waste management, biosecurity and land management.

What this means for South Australia

Community expectations regarding sustainable production will increase and as such initiatives that respond to the scarcity will be paramount. South Australia will need to be adaptive and considered to ensure sustained growth.

Workforce and skills

The shortage of skilled labour across the economy is creating difficulties for most industries, including food. The forecast retirement of ‘Baby Boomers’ when combined with expansion of mining activity will increase pressure of labour and skill availability. This will make it imperative that primary production and food processing businesses develop and refine strategies to attract and retain appropriately skilled workers.

Skill deficiency is not only at the operational level, but also affects middle management and even food industry executives. There is a need to invest in skills and knowledge across the board — entrepreneurship, technical, people management, innovation, marketing, value chain management and financial performance.

What this means for South Australia

Industry needs to maintain a strong focus on attracting, developing and retaining people. This will require improved clarity of career opportunities within food businesses and changing the perception amongst young people.

Productivity and competitiveness

Productivity remains the cornerstone of competitiveness. Many sectors within the food value chain are experiencing challenges to their productivity growth.

The rising cost of inputs (energy, water, transport etc) and the changing ability to produce outputs in a variable climate is placing pressure on business returns and highlights the need for continued research and development.

What this means for South Australia

There is a need to rigorously assess and implement the opportunities that the application of new technology, research and information systems can provide with a focus on value adding.
Value chain

Rationalisation and integration are driving significant restructuring not only in the local industry but across the globe. The result is increasing pressure on price and therefore competitiveness. Whilst it provides cost advantages to the consumer, it places continued pressure on margins through the value chain.

What this means for South Australia

Industry will need to adapt, differentiate and build value through the value chain with an increased focus on collaborative innovation to assist in improving productivity and competitiveness.

Composition of the South Australian food industry

The South Australian food industry is characterised by a large proportion of small to medium enterprises. Due to its geography these enterprises are distant from many of their markets.

This includes domestic markets on the eastern seaboard of Australia meaning greater value chain integration and collaboration is required to maintain market positions.

What this means for South Australia

The composition and structure affects the capability of the industry to collaborate and innovate, yet smaller businesses possess the advantage of being able to respond faster to change. Specific attention is required to harness the capacity of the whole food sector.

How industry and Government respond will ultimately determine the success of the industry and its contribution to South Australia’s prosperity.
Competitive position of South Australia

To move forward the South Australian food industry needs to have a clear understanding of the challenges and opportunities of the global business environment coupled with the industry’s own strengths, weaknesses, opportunities and threats.

Strengths
- Diversity in regional climates, attributes and cultures
- Strong biosecurity credentials
- Recognised management and accreditation systems
- Competitive land costs
- Significant food education infrastructure
- Established Research and Development infrastructure
- Competitive transport costs
- Innovative culture and tradition
- Well developed science capability
- Healthy independent retail sector
- Primary industry funding schemes supporting innovation
- Demonstrated collaborative mechanisms such as SA Food Centre, Constellation SA and industry associations

Weaknesses
- Distance to Australian markets
- Limited collaboration in exports
- Threats to water supply/security
- Land and marine use pressures
- Rising input costs associated with business operations
- Scale and complexity of distribution systems
- An ongoing need for infrastructure in some regional areas
- Conflicting land use pressures

Opportunities
- Supply food to meet long-term food needs
- Increasing demand for safe and nutritional food production systems
- Increasing health consciousness
- Increasing diversity of food markets
- Maintaining and accessing new markets by having robust biosecurity credentials
- Ensuring a competitive trade and service provider network
- Small to medium food enterprises
- Small local consumer market
- Growing food service industry
- Enhancing the food, wine and tourism experience

Threats
- Exposure to commodity and currency volatility
- Future labour shortages and low rates of skilled labour retention
- Consolidating fresh and processed food markets
- Cost of business operations
- Impacts of climate change and variability
- Access to capital for future expansion
- Variability in access, quality and price of resource inputs
Priorities

Six key priorities have been identified to achieve the vision while taking into consideration the global business environment and the South Australian food industry’s competitive position.

The South Australian food industry is a vital contributor to the achievement of the outcomes in South Australia’s Strategic Plan.

South Australian Food Strategy priorities

1. Developing consumer insight and markets
   The food industry understands and has the ability to capture opportunities in a wide variety of markets.

2. Enhancing knowledge, collaboration and leadership
   The food industry is equipped with the technical skills and business knowledge and collaborates to manage change.

3. Enhancing capacity, productivity and efficiency
   The food industry operates in a cost competitive and sustainable business environment and is improving its productivity to encourage investment.

4. Optimising environmental sustainability
   The food industry practices sustainable management of its limited natural resources, optimising water, waste, energy and carbon.

5. Leading in food integrity and security
   The food industry is providing safe, secure and nutritious food to enhance consumer confidence.

6. Fostering regional and community development
   The food industry captures regional and community development opportunities.

South Australia’s Strategic Plan outcomes [www.saplan.org.au]

- Financial
  SA continues to take advantage of opportunities in global and national markets.
  T1, 1.10, 1.14, 4.6, 4.7

- Social
  SA remains at the forefront in the production of safe, healthy and reliable food to meet consumer needs.
  T2, 4.9, 6.19, 6.20, 6.21

- Environment
  SA leads in the use of natural resources to ensure their quality and sustainability for future generations.
  T3, 3.5, 3.7, 3.9
Performance framework

A performance framework will actively measure and monitor progress towards achieving the Strategy outcomes.

The framework will consist of three tiers. The headline indicators are Triple Bottom Line aggregated measures of overall performance, showing the impact the food industry is having on the economy, environment and general population. Targets have been set for the headline indicators. The next two tiers consist of the priority indicators developed around the outcomes and strategies for each of the six priority areas.

Implementation

The responsibility for action lies between industry and government working in partnership with an operational plan responding to the priorities, outcomes and strategies.

The operational plan builds on the following principles:

- The development of clear actions and performance indicators based on the priorities, strategies and outcomes of the programs.
- Ensuring current resources are matched with key priority areas.
- A detailed examination of responsibilities and allocation of resources (i.e. particular attention should be paid to whether government intervention is required).
- Assignment of actions and communication to stakeholders in a clear, transparent and efficient manner.
- Flexibility to adapt and continuously improve implementation based on the issues of the day.
- Transparency and accountability - ensuring maximum engagement and collaboration across stakeholders.
- Good governance - building confidence in industry and government collaboration.
Governance framework

Governance of the Strategy will be overseen by the Premier’s Food Council Executive.

The Premier’s Food Council Executive will continue their role of:

- Owning the South Australian Food Strategy 2010-2015.
- Providing strategic direction for, and encourage Government support and participation in food industry development.
# South Australian Food Strategy 2010 - 2015

## Strategic framework

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Scope</th>
<th>Strategy</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Developing consumer insight and markets</td>
<td>Global market volatility, changing consumer preferences and customer demands are placing pressure on commodities. Understanding, maintaining and developing markets is crucial in responding to these drivers and capturing new value adding opportunities.</td>
<td>The food industry understands and has the ability to capture opportunities in a wide variety of markets.</td>
</tr>
<tr>
<td>2</td>
<td>Enhancing knowledge, collaboration and leadership</td>
<td>A competitive labour market and ongoing erosion of competitiveness in commodity markets requires a strong focus on attracting, developing and retaining people and capabilities. The food industry has a skill base which may limit development and competitiveness.</td>
<td>The food industry is equipped with the technical skills and business knowledge to implement best practice and collaborates to manage change.</td>
</tr>
<tr>
<td>3</td>
<td>Enhancing capacity, productivity and efficiency</td>
<td>Global volatility, changing global markets and trade along with pressures on productivity require an assessment of new technology, ideas and products that can be implemented in a cost competitive business environment.</td>
<td>The food industry operates in a cost competitive business and sustainable business environment and improves its productivity to encourage investment.</td>
</tr>
</tbody>
</table>

1. **Facilitation of market development and intelligence systems for policy, industry, and enterprise use.**
   - 1.1 Develop innovative programs to foster business collaboration and entrepreneurship.
   - 1.2 Promote and support the application of workforce planning and development best practice across all sectors of the food industry in South Australia.
   - 1.3 Positively influence policy priorities to align with opportunities.

2. **Improve market access through biosecurity and reduce trade barriers and auditing programs to improve food safety (influence State and National agendas).**
   - 2.1 Develop innovative programs to foster business collaboration and entrepreneurship.
   - 2.2 Promote and support the application of workforce planning and development best practice across all sectors of the food industry in South Australia.
   - 2.3 Improve access to a range of education and skills development opportunities, and promote the benefits widely.
   - 2.4 Foster a food culture that excites and attracts people to the food industry.
   - 2.5 Develop South Australia as a leading food and wine tourism destination.

3. **Positively influence policy priorities to align with opportunities.**
   - 3.1 Ensure Research and Development priorities and outcomes are aligned to demand signals and value-chain practices (with appropriate technology transfer mechanisms).
   - 3.2 Facilitate joint investment in innovation (products, processes, technology and productivity).
   - 3.3 Facilitate access to shared infrastructure (energy, water, transport).
   - 3.4 Improve systems to capture logistical synergies (distribution and transport).
   - 3.5 Investigate regulatory cost reduction initiatives.
   - 3.6 Enhance capacity, productivity and efficiency.
## Priorities

### Optimising environmental sustainability

**Scope**

Pressures on limited natural resources along with the impacts of climate change and variability require a sophisticated adaptive and mitigative response.

**Strategy**

4.1 Capitalise and direct our know-how (research, development and technology transfer, policy) to sustain production and processing output.

4.2 Facilitate appropriate ongoing access to significant land, water, marine resources and infrastructure assets for the next 30 years.

4.3 Underpin production and processing with best practice management of natural resources that is formally recognised.

**Outcome**

The food industry practices sustainable management of its limited natural resources, optimising water, waste, energy and carbon.

### Leading in food integrity and security

**Scope**

The community and consumers are placing further influence on the food industry to provide safe, secure and nutritional food.

**Strategy**

5.1 Influence and implement national frameworks associated with food integrity (biosecurity, food safety, labelling).

**Outcome**

The food industry provides safe, secure and nutritional food to enhance consumer confidence.

### Fostering regional and community development

**Scope**

The food sector underpins communities across South Australia. South Australia has a number of unique regional opportunities to add value and create wealth including food, wine and tourism.

**Strategy**

6.1 Develop and drive regional food strategies and action plans.

6.2 Encourage regionally unique foods.

**Outcome**

The food industry captures regional and community development opportunities.