Department of **Employment, Economic Development and Innovation**

Food for a growing economy

An economic development framework for the Queensland food industry

Draft policy framework for public consultation

Queensland Government

PR5356 06/11

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Minister's foreword

Queensland's food sector has a bright future, and every Queenslander owns part of it. The food value chain, worth $18.7 billion and supporting 267 000 Queensland jobs[1], makes a strong economic contribution and is important to our lifestyle.

The United Nations Food and Agriculture Organization expects the world's population to exceed 9 billion by 2050. To feed the world then, we will need 70% more food than is currently available.[2]

The tropics hold around 50% of the world's population on 33% of the world's landmass. Projections based on current growth rates suggest that gross Tropical World Product will reach US$40 trillion by 2025, with knowledge-intensive industries accounting for 20% (or US$8 trillion) of this economy.[3] As one of the few developed nations with a substantial tropical footprint and a strong research and development base in tropical science, Australia—including Queensland—has a clear opportunity to share in this growth.

The process of getting food to people raises a number of issues—from health to security and from environment to economy, food touches all.

Unlike in some other countries, food security in Queensland and Australia is not so much about being able to feed ourselves as it is about adding to global food security. We do, however, need to address insecurities in our food supply, and remove barriers to investment in the food industry.

The Australian Government has committed to a national food plan.[4] The proposed national plan focuses on the food industry adapting to economic, environmental and consumer-driven pressures 'from paddock to plate'.

In June 2010, I announced that the Department of Employment, Economic Development and Innovation (DEEDI) would develop a Queensland food policy.[5]

Food for a growing economy is a framework to put Queensland food into focus—into focus in government policy decisions, in industry planning and for investors.

Food for a growing economy is about redesigning the Queensland food story. We must shift our thinking to see our food for what it is—the result of a complex, dynamic value chain that affects every aspect of Queenslanders' lives.

Most importantly, *Food for a growing economy* is about growth. The projected expansion of the world tropical economy, our strengths in food production and our established reputation for excellence create potential for Queensland's food value chain to be worth $40 billion in 2020.

The objective of *Food for a growing economy* is to **focus our efforts** to **maximise economic growth** of the sector in partnership with our stakeholders. It is not the end of the story, but the start of a clearer path towards Queensland's food future.

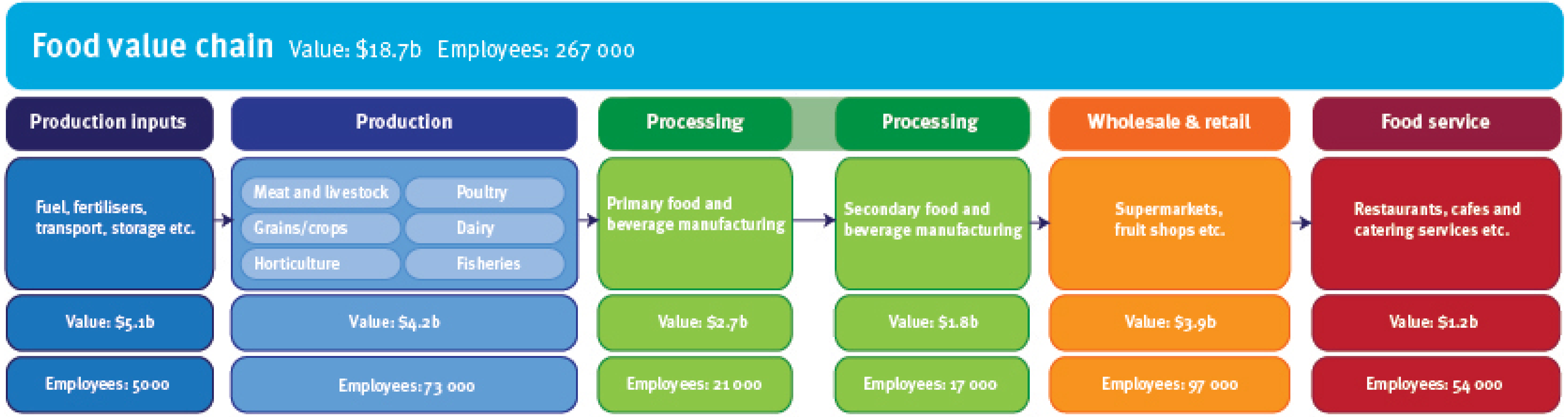
I look forward to the journey.

The Honourable Tim Mulherin, MP
Minister for Agriculture, Food and Regional Economies

1 Estimates based on 2008-09 ABS data and DEEDI *Prospects* publication.
2 Food and Agriculture Organisation of the United Nations '*How to Feed and World 2050' Conference Rome 12-13 October 2009*.
3 Calculations based on data available from: The World Factbook, Central Intelligence Agency (www.cia.gov/cia/publications/factbook/), accessed July 2007, as published in *Venturous Australia - building strength in innovation* ('the Cutler Review'), Australian Government 2008.
4 Minister for Agriculture, Fisheries and Forestry, the Honourable Tony Burke MP, 3 August 2010, '*Australia's First Ever National Food Plan - Our Food, Our Future*'.
5 Minister for Primary Industries, Fisheries, Rural and Regional Queensland, the Honourable Tim Mulherin MP, 8 June 2010, *'Building a better future for agriculture'*.

Contents

A value chain approach



Source: Estimates based on 2008–09 ABS data and *DEEDI Prospects* publication

'Food' covers a wide range of products: fresh produce, seafood, beverages and processed food.

The food **value chain** is the steps between food production and consumption. It includes the layers of employment and economic activity associated with food growing and harvesting, storage and transport, processing, sale, preparation and service. The food and beverage value chain in Queensland includes a mix of small, medium and large companies.

Queensland is successful in growing food. Our production strengths are in sugar, beef, seafood, grains and horticulture. These strengths underpin an equally vibrant food processing sector, with almost 2000 food processing businesses[6] and 40 000 employees [7] across the state. Food processing is one of the largest manufacturing sectors in the state—it is also a major contributor to the overall value of food and beverage products.

The value chain includes the economic contribution of the transport and logistics sector, which ensures food reaches markets and consumers. Globalisation and technology change are just two forces driving this sector to develop smarter ways of moving food.

Food is a regional business; around 90% of jobs in agriculture and 60% of food processing jobs are regionally based.[8]

6 ABS Counts of Australian Businesses Including Entries and Exits (Cat. No. 8165.0). The number of businesses are based on food product manufacturing businesses in Queensland operating at the end of 2008-09.
7 Estimates based on ABS 2008-9 data and DEEDI *Prospects* publication
8 ABS 2006 Census of Population and Housing. 'Regionally based' means outside of Brisbane Statistical Division.

We estimate that the food value chain contributed $18.7 billion to the Queensland economy in 2009–10. It supported approximately 267 000—or 1 in 8—Queensland jobs either directly or indirectly.[9]

The diagram above shows the value of each segment of the chain. The major contributors are agriculture and fishing (30%), wholesale and retail (28%) and first stage processing (20%). These are followed by secondary food processing (13%) and food services (9%).[10]

To grow the overall value of the chain, we must look at the whole chain and the links between segments. Investment can then be targeted at points where the biggest gains are possible.

An example is investment in research, development and extension (RD&E). Productivity gained from technology applied at one stage of the value chain can be lost further along the chain. Similarly, when we design regulations to make food safe and sustainable, we need to consider how compliance costs for businesses in one sector will affect the price—and competitiveness—of the final product.

For these reasons, *Food for a growing economy* takes a **value chain approach** to exploring the issues and identifying actions that will support economic growth of the food industry.

Food industry stakeholders have told us that more work is needed to get relevant, accessible data about the food value chain, for example the size of the segments and the number of businesses in each. DEEDI will set up a **data and information working group**, which will include members from industry and government, to start this work.

9 Estimates based on ABS 2008-9 data and DEEDI *Prospects* publication
10 Estimates based on ABS 2008-09 data and DEEDI *Prospects* publication

Our objective

The **objective** of *Food for a growing economy* is to **focus** our effort to **maximise economic growth** of the Queensland **food value chain**.

Food policy is extremely complex. It intersects and overlaps with many other policy areas, such as health, environmental management, and transport and logistics. Developments in 'food policy' and in all other policy areas must recognise these interdependencies for Queensland to reach its potential as a food producer.

Our effort in growing the food industry will focus on seven themes:

1. **reputation and the consumer**
2. **innovation, productivity and skills**
3. **planning and regionalisation**
4. **trade and investment**
5. **resources, sustainability and the environment**
6. **food supply and continuity**
7. **health, safety and food information.**

The food value chain operates in a highly competitive and dynamic global market. Government work around these seven themes will target areas of market failure to complement, but not duplicate, what is best done by market forces and the private sector.

DEEDI will work with all Queensland Government agencies that have a role in these areas to ensure there is a coordinated approach.

Food for a growing economy supports DEEDI's commitment to the Queensland Government's target of creating 100 000 jobs (as announced in March 2009) and to the Toward Q2: Tomorrow's Queensland targets for a state that is strong and fair.

Our target

2020 value chain target

Figures for 2008 and 2020 represent gross value and include the following food supply chain components: production inputs; production; primary and secondary food and beverage processing; wholesale and retail; and food services.
Source for 2008 value: Estimates based on 2008–09 ABS data and DEEDI Prospects publication.

The Fresh Approach initiative launched by the then Minister for Primary Industries and Fisheries in June 2008 was underpinned by a vision of a $34 billion primary industries sector by 2020. The Queensland food value chain, spanning production inputs through to food services, is currently worth around $18.7 billion. Gross Tropical World Product is projected to reach US$40 trillion by 2025, with knowledge-intensive industries—such as tropical food production—to account for 20% of this economy. Taking a value chain view, and applying the strategy for growth outlined above, *Food for a growing economy* sets a **target** for a **Queensland food value chain worth $40 billion by 2020**.

Theme 1: Reputation and the consumer

What do we know?

When we buy food, we make a statement about what's important to us. This could be the origin of the food, welfare and ethics, diet and nutrition, convenience, lifestyle or culture.

The past decade has seen rapid change and new trends in consumer preference.

More and more, people want to know how their food is made. Consumers are now actively seeking information about the seasonality of food, the diversity of local food production and how to use traditional products in innovative ways. They are interested in the environmental, health and ethical features of their food.

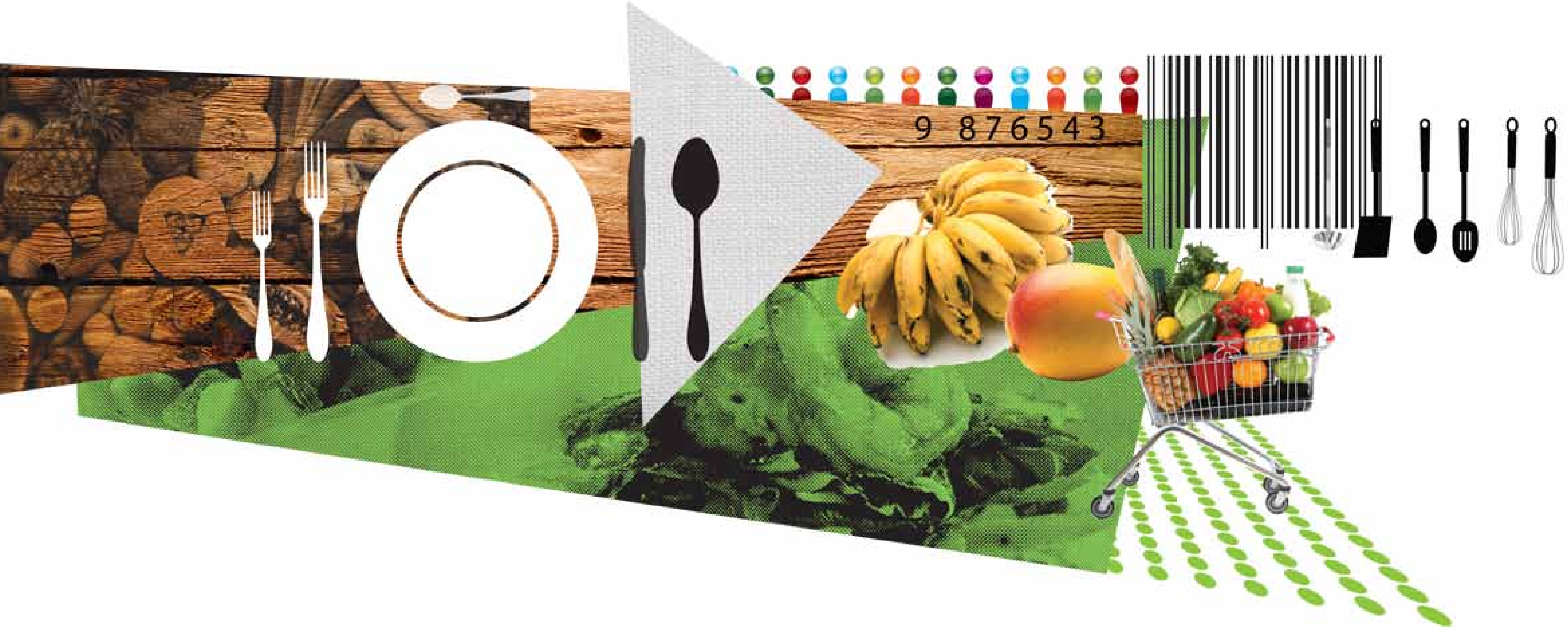
Perhaps even more obvious is that food defines lifestyle. Queenslanders are turning to food as an interest, hobby and creative outlet, and are influenced by chefs, food 'personalities' and the media.

To meet and capitalise on consumer demands, the food industry needs to understand these trends. Developing and promoting new products, techniques or styles has a significant impact on the growth of small food businesses in particular.

Food retail, a key player in the value chain, has direct influence on the growth and success of food businesses further down the chain. An efficient retail sector that responds to consumer demands and works in partnership with suppliers is critical to growth of the food value chain. While supermarkets dominate the market, alternative channels such as independent retail outlets, regional farmers markets and the internet allow customers to engage directly with farming and food businesses, and in the process learn more about food.

A key ingredient to Queensland's success in food is its reputation for being **clean, green and safe**. This reputation relies on efficient and effective food safety regulation, sound biosecurity and a strong labelling system.

Trends in consumer preference, coupled with Queensland's reputation for excellence, give the state an edge in challenging the dominance of Sydney and Melbourne as Australia's food and dining capitals.



What does success look like?

Queensland has a worldwide reputation for excellence in food

What we will do

- Hold a new **food and wine festival** and/or **trade show** profiling Queensland's regional best.
- Launch **television and other media productions** promoting Queensland food.
- Run **trade events** in Australia's food capitals, building on the successful **Queensland grown** model.
- Use the **Queensland Food Fellow** ambassador to build the national and international reputation of Queensland food.
- **Support emerging food and wine groups** with a focus on Queensland's regions, working with local government.
- Work with producers, manufacturers and retailers on **packaging, presentation and promotion** of Queensland food.
- Establish a government–industry working group to focus on **understanding the consumer market** to identify information gaps and to frame priorities for future work.
- **Inform consumer choice** by providing information to the community about food growing and manufacturing.
- Investigate a **voluntary 'clean and green' reporting standard** for Queensland agribusinesses, so they can promote their efforts to remain sustainable.
- Research independent or third-party **certification schemes** that support sustainable and ethical food production.

Theme 2: Innovation, productivity and skills

What do we know?

Food and agriculture have achieved exceptional productivity growth over the past 50 years. This has allowed global production to meet rising demand from population growth, especially in the developing world.

During the past decade, productivity growth has slowed across the entire economy. This is not unexpected, given the significant economic reforms of previous decades, but it is a challenge to meeting future increases in demand.[11]

Innovation is the ability to convert a clever idea into commercially successful outcomes.[12] It keeps businesses competitive. The role of innovation in supporting productivity growth is internationally recognised. Increased public and private sector RD&E and increased innovation uptake at the firm level are needed to increase productivity along the food value chain.

DEEDI delivers a range of manufacturing support initiatives. These programs assist businesses to innovate, adopt and commercialise new technologies; implement high-performing workplaces, sustainable practices and world-best processes; integrate design-led solutions; and access global markets.

Getting higher returns on RD&E investment will continue to challenge governments. The National Primary Industries Research, Development and Extension Framework is an important step in reducing duplication and in focusing on Queensland's future food issues.

Queensland's strong policy and regulatory environment provide a stable platform for investment, innovation and new value-adding within the food industry, including robust intellectual property arrangements.

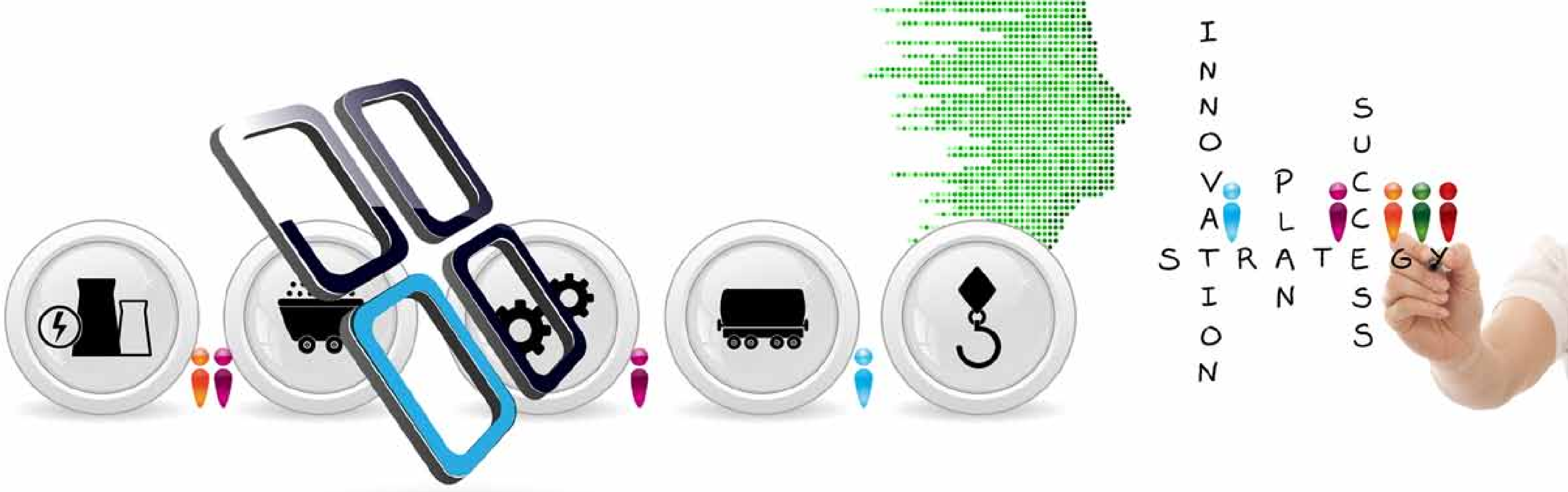
Integration of the innovation and skilling agendas remains critical.

Australia-wide, the agriculture and food sector faces a shortage of at least 96 000 full-time workers and 10 000 part-time workers. Many factors are contributing to the shortage, including competition from other industries, an ageing population, a low of level of formally recognised skills and fragmented career pathways.

Current research tells us that if we continue on a business-as-usual basis, the shortage will worsen and limit growth of the industry.

More accurate and comprehensive data about current workforce practices is needed for workforce development initiatives.

11 Productivity Commission, Annual Report 2007-08
12 QMI Solutions



What does success look like?

Queensland's food sector is the most innovative in Australia and has a workforce that supports growth

What we will do

- Invest in **food-enabling technologies** to deliver improved products, packaging and resilience to the food value chain.
- Develop an **innovation package** tailored to the food industry, in partnership with QMI Solutions, to encourage the uptake of innovative practices and technologies in all parts of the value chain.
- Boost use of the **Health and Food Sciences and Ecosciences precincts** for food-related research, market testing and product development.
- Connect discovery, applied science and extension, and promote careers in food science through the **Queensland Alliance for Agriculture and Food Innovation**.
- Implement **Beef 2020** and **Grains 2020**, develop and implement **Horticulture 2020** and work closely with the sugar, dairy and sheep and wool industries to support their growth, as a continuation of the Fresh Approach to renewing RD&E related to agriculture and food.
- Review **food industry skilling and training** in conjunction with the Queensland Skills Commission, Manufacturing Skills Queensland and the food industry.
- Integrate planning processes to enhance the quantity, quality and relevance of available **workforce development data sets**.
- Develop a **Queensland extension roadmap** to direct the future of extension services across the value chain.
- Enhance access to **online business support services** that foster innovation by food businesses.
- Implement Australian Agriculture College Corporation 2012: Reconnecting Agricultural Education and expand the **Gateway Schools to Agribusiness** program.
- Review **agriculture and food career pathways** to ensure contemporary jobs are supported by appropriate training and education programs.
- **Expand collaborations** such as the Queensland Alliance for Agriculture and Food Innovation that promote increased investment in demand-driven science.
- Drive Queensland's commitments under the **National Primary Industries Research, Development and Extension Framework**.
- Promote improved **soil capability** through increased use of recycled organics from food and assist in the development of the **recycled organics industry**.
- Establish a government–industry working group on **competitiveness, innovation and productivity**, and a working group on **skilling** to scope priorities for future work.

Theme 3: Planning and regionalisation

What do we know?

Queensland's population is predicted to double by 2056.[13] Managing this growth will be one of Queensland's biggest ever challenges. This was the driver for the Queensland Growth Management Summit held in March 2010.

The government is developing the Queensland Regionalisation Strategy (QRS) to encourage population growth and economic development outside South East Queensland.

With more than 90% of agricultural employment and almost 60% of food processing jobs in Queensland based regionally[14], regionalisation presents both challenges and opportunities to the Queensland food industry.

One of the challenges is urban encroachment on primary production and processing sites. The realities of food production—noise, odour and infrastructure—can clash with lifestyle expectations.

In reality, the food industry is vital to the sustainability of regional areas, and will both support and benefit from further regionalisation of Queensland. In particular, regionalisation can deliver infrastructure improvements that strengthen the food value chain, including road and rail networks, port facilities, power plants, and water-processing and waste-management facilities.

We need to balance the economic and social goals of regionalisation by considering investment attraction, lifestyle, job creation and food production holistically. The government's planning frameworks aim to provide platforms for making rural and regional areas livable and sustainable.

We also need our planning and development settings to be responsive, timely and consistent across all levels of government and between regions—this will help to create certainty for investors.

Community-based food production is one way of building stronger communities and more resilient local food supply chains. However, while it is important, it is just one part of the bigger food picture—Queensland's jobs and wealth depend on us working to our strengths in food production.

The government is committed to ensuring that the state's agricultural land is appropriately valued when making decisions about land use planning and development. In addition to our planning frameworks, the government has announced the implementation of its Strategic Cropping Land policy through strategic cropping protection areas and a strategic cropping management area.

13 ABS Population projections 2008
14 ABS 2006 Census of Population and Housing. 'Based regionally' means outside of Brisbane Statistical Division.

What does success look like?

Queensland planning frameworks support growth and flexibility in food production into the future

What we will do

- Develop and implement the **Queensland Regionalisation Strategy** to encourage population and economic growth outside South East Queensland.
- Investigate **food precincts** for production and/or manufacturing to make strategic use of available infrastructure, inputs and market demands.
- Implement the **Queensland Infrastructure Plan**, which links infrastructure delivery with population growth and economic development.
- **Implement Qplan**, Queensland's new planning, development and building system that has new and improved tools to streamline processes and focus on better planning outcomes.

Theme 4: Trade and investment

What do we know?

Queensland is a significant net exporter of food. During the past five years, our competitive position in international markets has remained strong despite a long-term decline in terms of trade in the farm sector and the rising strength of the Australian dollar. While the farm sector has for a number of years faced a declining terms of trade, Queensland businesses have been able to remain internationally competitive through productivity gains.

In more general terms, Australia and Queensland are currently experiencing a 50-year record terms of trade level underpinned by relatively higher prices of export commodities, including minerals.

In 2009–10, Australia exported close to 60% of its agricultural production[15], valued at approximately $24.3 billion.[16] More than one-quarter of these international exports came from Queensland.[17] Queensland is also a significant exporter of food interstate.

Demand for tropical products is increasing. Projections based on current growth rates suggest that gross Tropical World Product will reach US$40 trillion by 2025, with knowledge-intensive industries accounting for 20% (or US$8 trillion) of this economy.[18] As one of the few developed nations with a substantial tropical footprint and a strong research and development base in tropical science, Australia—including Queensland—has a clear opportunity to share in this growth.

At the same time, Queensland's food businesses are facing increased competition from low-cost producers in Asia, Africa and South America. This could potentially erode Queensland's market share in many export markets.

To guarantee the safety and integrity of their food supply, overseas governments and buyers demand that exporters have stringent food safety and traceability systems. Queensland does well in this area, which is partly due to the Australian Government's export requirements.

Quarantine restrictions, tariffs and quotas can hold back our food exports. There is a risk that as global food demand rises, Australia's trading partners will look to protect their production in the name of food security. Queensland has a role to play in advocating for open markets.

New and expanded market access for Queensland product is a priority. Recent successes, such as the entry of mangoes to China and Korea, are in part due to linking efforts across the entire value chain. Outbound trade missions assist Queensland firms to directly establish contacts in targeted markets and to follow up export opportunities with potential customers and business clients.

Queensland also regularly hosts inbound trade missions, which provide an ideal way of meeting with overseas representatives from government and industry to showcase exports and encourage business discussions with clients.

Discerning consumers in overseas markets look for the 'clean and green' products that Queensland has to offer. Maintaining this reputation through the strategies outlined above is critical to attracting investment in the Queensland food sector into the future.

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15 ABS *Issues Insights* 9.5 2009 (www.abare.gov.au/publications_html/ins/insights_09/a5.pdf)
16 Australian Food Statistics 2009-10 Report. Full report available at: www.daff.gov.au/agriculture-food/food/publications/afs/Australian_food_statistics 2009
17 OESR data table: exports from Queensland and Australia to all countries, by commodity, value, 2009-10 (SITC 2 digit).
18 Calculations based on data available from: The World Factbook, Central Intelligence Agency (www.cia.gov/cia/publications/factbook/), accessed July 2007, as published in *Venturous Australia–building strength in innovation* ('the Cutler Review"), Australian Government 2008.

What does success look like?

Queensland is the supplier of choice for domestic and international markets

What we will do

- Lead inbound and outbound **trade missions** and participate in domestic and international **food trade shows** to raise awareness of the quality, diversity and availability of Queensland food products.
- Expand **market access** opportunities for Queensland food by engaging relevant Australian and international agencies.
- Develop **tailored trade and investment services** for the food industry, including market research, trade supply chains, business matching and market entry strategies.
- Implement an **investment attraction program** to link capital providers with food investment opportunities, and improve the investment readiness of Queensland companies.
- Undertake **regional food initiatives** to build knowledge of local food production capabilities and the capacity of food producers to market their product in Australia and overseas.

Theme 5: Resources, sustainability and the environment

What do we know?

The production of food does not just impact our economy—it impacts our environment. These two dimensions—economic and environmental sustainability—have traditionally been in conflict. Today, the reality is co-dependency: the food industry relies on the sustainability of the environment and natural resource base to stay in business.

During the past 10 years, people have become more aware of the need to protect the environment. As consumers, we hold food businesses accountable for their environmental impacts, whether on the farm, in a factory or in a restaurant.

Frameworks to manage and protect the environment and natural resources are fundamental to our ability to produce food and to meet consumer expectations. The Queensland Government has recently implemented a range of policies and planning mechanisms to provide for the protection and management of natural resources, including the Wild River declarations, extension of the *Vegetation Management Act*, the *Great Barrier Reef Protection Amendment Act* and the Coastal Management Plan.

The government has also released the Waste Reduction and Recycling Strategy (WRRS), in which food waste is given high priority. To support more efficient use of resources, the WRRS has targets to reduce waste to landfill by 50% and landfill gas emissions by 50%.

The government is also committed to protecting the state's best cropping land as a finite natural resource, through implementing the Strategic Cropping Land policy.

Regulation to protect natural resources must, wherever possible, be simple and consistent between jurisdictions. It should support—not hinder—sustainable business growth.

Climate variability and the finite nature of the resource base reduce business confidence and investment certainty. They make food production more expensive. Climate change is also predicted to cause more extremes in weather (such as droughts, floods and cyclones), which can damage production and infrastructure, and soften demand. These forces bring new challenges, and food businesses need strategies to address them.

The Australian Government's proposal to exclude agriculture from its proposed carbon price mechanism while allowing it to generate tradeable carbon offsets means the sector will be uniquely positioned to benefit from abatement without liability for its emissions.

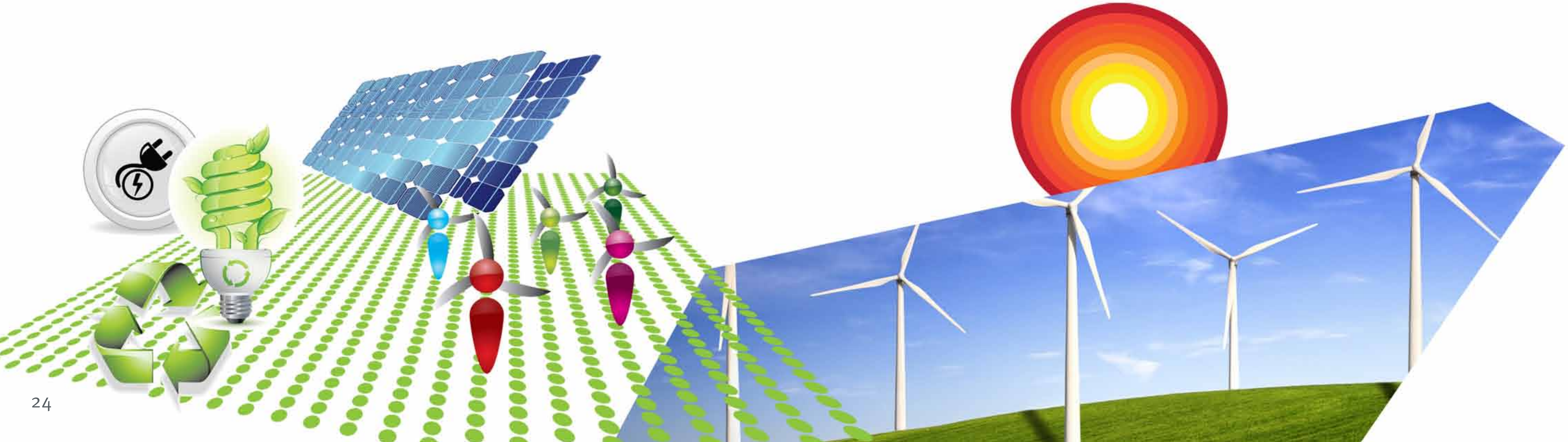
Ongoing RD&E is vital to these strategies, and to ensure that resources like energy, water and soil are used efficiently and effectively. Similarly, biosecurity is essential to the integrity of our environment and amenities.

What does success look like?

Queensland's food supply is resilient: it adapts to changing environmental conditions and grows sustainably

What we will do

- Undertake RD&E into **climate change adaptation** and **agriculture and food production** to underpin efficient use of resources and sustainable food production.
- Implement Queensland's **climate change adaptation strategy, drought reform and natural disaster assistance** measures.
- Assist in implementing the **Strategic Cropping Land** policy through strategic cropping protection areas and a strategic cropping management area.
- **Build case studies** of specific food supply chains to find ways of increasing efficiency and reducing waste, to pursue and demonstrate sustainable resource management.
- In partnership with industry, develop a **statewide grazing framework** that meets a range of sustainability, legislative and reputational drivers, and has potential application to other sectors in future.
- Continue to implement the **Queensland Biosecurity Strategy** and continue to develop a **single piece of biosecurity legislation** to simplify our approach to biosecurity.
- Offer **market development programs** and **infrastructure grants** for priority waste streams.
- Support business **transition to low waste** by, for example, helping small and medium enterprises install recycling infrastructure and facilitating partnerships between suppliers, retailers and government.



Theme 6: Food supply and continuity

What do we know?

Although it is not at the top of our minds each day, we all seek reassurance about the short-term and long-term supply of essential foods, including meat, poultry, eggs, bread and milk.

During natural disasters, fears about the availability of food are heightened as interrupted supply and reduced choice are reflected on the supermarket shelf.

The Queensland floods of 2010–11, followed by Cyclone Yasi in February 2011, are estimated to have cost $1.7 billion in lost agricultural commodities.[19] These disasters showed that the food supply network can be fragile, and that transport, logistics and communication are the cornerstone of the whole system.

The recovery and rebuilding process—guided by Operation Queenslander, the statewide community, economic and environmental recovery and reconstruction plan—will stretch into the future.

The disasters made preparedness and contingency planning a higher priority for government and industry. They highlighted the need for clear and accurate information about transport and logistics during the immediate response and recovery phases. They also reinforced the challenges of getting product to market through supply chains that cover, in some cases, the length and breadth of Queensland.

Our supply routes must be reliable, resilient and efficient, particularly when transporting food from regional areas into major population centres.

Rethinking supply routes is also an opportunity to improve productivity. An example is the model proposed by the beef industry for ‘hub and spoke’ road and rail infrastructure to reduce transport costs and improve reliability.

There is also an opportunity to link future food industry development with that of other sectors, including mining, so that industry can make the most of public and private investments.

Preparedness, planning and redesign of systems and supply routes can only be achieved through a coordinated, whole-of-government approach that strongly engages business, community and industry stakeholders.

19 Minister for Agriculture, Food and Regional Economies, 24 March 2011

What does success look like?

Queensland food supply networks are efficient, resilient and market-focused

What we will do

- Lead a dedicated **food industry supply chain project** to map current supply chains, government interventions, market failures, risks and opportunities.
- Form a **food supply chain network** of Queensland Government agencies to coordinate and influence planning, policy and sharing of information around food supply chain issues.
- Implement industry supply chain (flood) **recovery plans** in partnership with industry to support the economic line of reconstruction in Operation Queenslander.
- Investigate a **'hub and spoke'** infrastructure model for the beef industry to improve supply chain productivity.
- Develop **local contingency plans** for major town centres in partnership with local government and industry to facilitate rapid supply chain adjustments during disasters.
- Maintain and improve a **communications strategy** for disaster responses utilising a variety of media (e.g. SMS, web, email, call centre).

Theme 7: Health, safety and food information

What do we know?

Queensland's food businesses have a reputation for producing and serving clean, safe food. This is vital not only from an individual and community health perspective, but for maintaining consumer confidence in a competitive market.

The increasing prevalence of chronic disease, coupled with an ageing population, is putting upward pressure on the costs of health care. Poor diet accounts for at least 14% of the burden of disease in Queensland.[20]

A nutritious diet protects and promotes health and wellbeing, and prevents diseases such as cardiovascular disease, type 2 diabetes and some cancers. Many diet-related chronic diseases are linked to weight and obesity—which is recognised by the Queensland Government's Toward Q2 target of cutting the prevalence of obesity by one-third by 2020.

The *Dietary guidelines for Australians* recommend consumption of a wide variety of nutritious foods and limiting intake of certain foods to improve nutritional outcomes.[21]

Food should be safe, healthy, accessible and affordable, and the food industry has a role to play in achieving these goals. Consumers need sufficient, accurate information to make informed decisions about the benefits of choosing nutritious dietary patterns over less-healthy options. These goals apply across all of Queensland—distance and economic status should not prevent consumers from accessing information or healthy, affordable food.

Early childhood and the school years are important life stages for learning about food choices and establishing healthy eating habits. There is an increasing need for consistent, evidence-based nutrition information throughout the community. Within broader nutrition promotion frameworks (which include strategies such as Smart Choices: Food and Drink Supply Strategy for Queensland Schools), one important element is food labelling information.

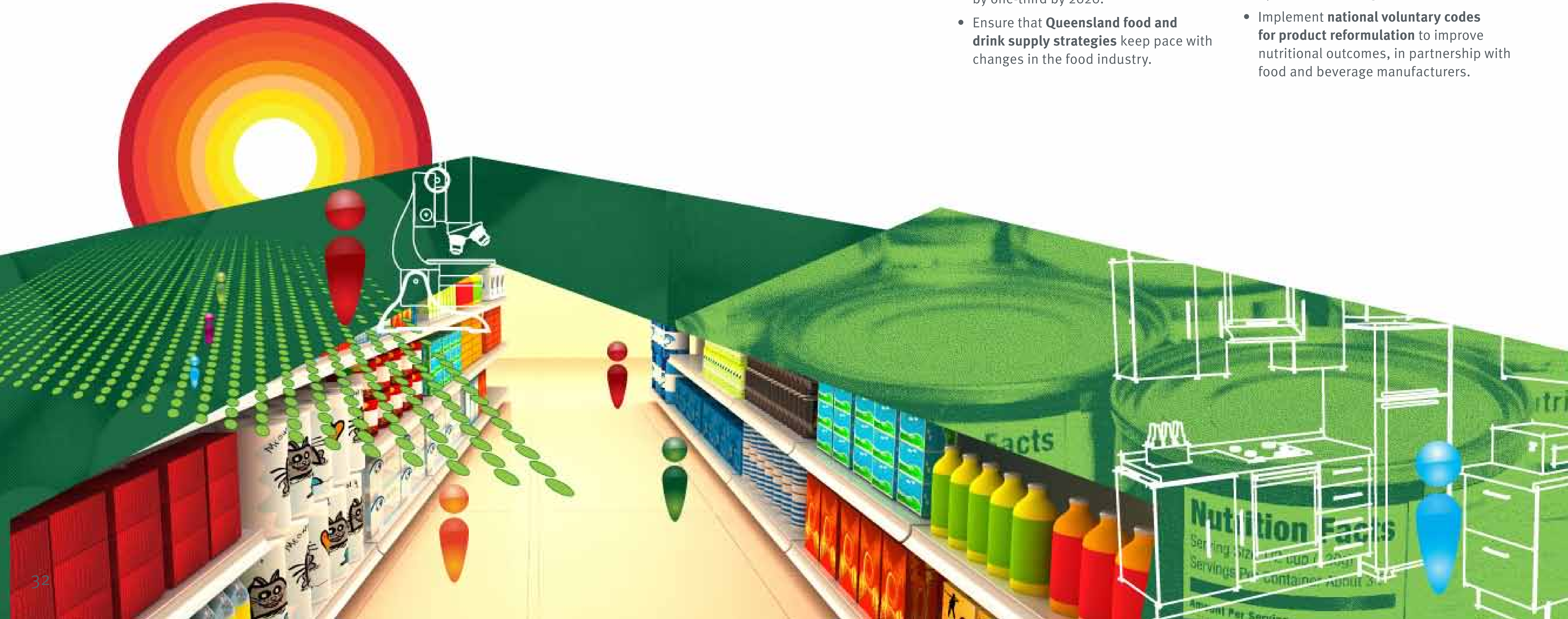
Queensland's reputation for safe food stems largely from adherence to nationally agreed food safety standards. These essentially cover all aspects of food production and processing, right up to the stage the consumer takes their food home from the supermarket or enjoys a meal in a restaurant.

Being able to trace food back to its source is a critical element of any food safety system. In Queensland, traceability is the cornerstone of our regulatory food safety schemes in the primary production and processing sectors.

20 Queensland Health, *The Health of Queenslanders 2010: Third Report of the Chief Health Officer Queensland*. Brisbane 2010.
21 National Health and Medical Research Council 2001, *Dietary Guidelines for Australians*, Canberra.

What does success look like?

The health of Queensland's people—and food businesses—is enhanced



What we will do

- **Facilitate access to fresh and reasonably priced produce** in rural and regional areas of Queensland by partnering with industry and local government.
- Deliver **evidence-based nutrition messages** throughout the community.
- **Establish guidelines** to ensure that food innovations funded by the Queensland Government align with the *Australian dietary guidelines* and support delivery of the Toward Q2 target to reduce obesity by one-third by 2020.
- Ensure that **Queensland food and drink supply strategies** keep pace with changes in the food industry.
- Undertake RD&E in **value-added foods** to increase availability of foods with health benefits; this could include improved supply-chain systems, quality testing, food safety technologies and best-practice standards for food safety and quality management.
- Support **niche market industry development** in line with preferences for healthy food, within the context of nutritious dietary patterns (e.g. healthy options for vending machines).
- Implement **national voluntary codes for product reformulation** to improve nutritional outcomes, in partnership with food and beverage manufacturers.

Food for thought

DEEDI is leading the development of *Food for a growing economy: an economic development framework for the Queensland food industry*. This is a draft policy paper.

Your answers to the following questions will help shape the development of this policy framework:

1. To what extent do the seven themes address your major concerns, or the concerns of your organisation and its members?
2. What challenges exist that have not been addressed in this draft policy?
3. What other actions could be included under the 'What we will do' section of each theme?

You can email comments to foodpolicy@deedi.qld.gov.au, or alternatively mail them to the address below. The period for comment closes at 5 pm on Monday 15 August 2011.

Mail written submissions to:

Food Policy Submissions
Level 6, Primary Industries Building
GPO Box 46, Brisbane Qld 4001
Customer Service Centre 13 25 23

Your input will help the Queensland Government deliver sustainable economic growth in the food industry.