



Department of
Primary Industries and
Regional Development

*We're working for
Western Australia.*

Western Australian Primary Industries

Business opportunity outlines



Western Australia's agribusiness and food and beverage sectors have **incredible potential for growth** with demand strengthening in Asia and broader strategic export markets as well as domestically.

Aligning innovative business opportunities with environmental, social and corporate governance (ESG) and impact investment is set to drive growth in primary industries.

The Department of Primary Industries and Regional Development (DPIRD), in consultation with agribusiness stakeholders and potential investors, has developed a set of prospective agribusiness investment opportunities.

The 15 Business Opportunity Outlines present business openings in WA's agribusiness, food and beverage industries and reflect WA's comparative advantage, economic opportunities, value-adding prospects and potential for investment and development.



Plant protein processing



Plant-based milk



Health-focused oat extracts



Natural health supplements



Hemp



Premium honey products



Pet food



Animal-based health products



Meal solutions



Strawberries



Apple innovation



Essential oils



Avocados



Alcoholic spirits



Protected cropping





Plant protein processing

Western Australia (WA) has extensive opportunities to develop consumer facing, highly functional plant protein powder brands leveraging WA's pristine growing environment. There are also opportunities to construct plant protein powder ingredient extraction facilities in WA.

AgriFutures, an Australian government corporation funding rural industries research and development, predicts Australia's plant protein industry will be worth \$3.1 billion by 2030. WA is ideally placed to meet growing plant protein demand with our abundant supplies of barley, oats, lupins and other protein-rich crops.



Plant-based milk

Plant-based milks are leading the ongoing surge in demand for vegetable-based food products. Plant-based milk production requires high-quality, trusted, traceable and reliable ingredient supplies and growing global demand means further ingredient supplies will be needed. WA is ideally placed to meet the demand with innovative new and emerging base ingredients, including oats, barley, canola and lupins.



Health-focused oat extracts

WA's climate is perfect for producing high quality oats and our large oat supply – around 640,000 tonnes a year – coupled with efficient post-harvest supply chains presents clear opportunities for local oat processing and extraction facilities.

There are also extensive opportunities to develop consumer facing oat extract brands leveraging Brand WA and our clean green reputation, particularly into Asia's growing markets.



Natural health supplements

Consumers around the world are seeking natural solutions for restoring and maintaining their health. Global demand for natural health supplements is growing rapidly and WA has a wide range of raw materials for processing into natural health supplements. Being an isolated location on an island continent, we have an incredible variety of unique native plants bursting with distinct health properties.



Hemp

WA has proven capabilities in producing a wide variety of globally competitive crops. Demand for industrial hemp for use as an oilseed and for fibre is growing rapidly and our industrial hemp industry is ready for significant expansion. Investment in WA's industrial hemp supply chain will ensure high-quality, trusted, traceable and reliable supplies of industrial hemp. Investment is particularly needed in primary and value-added processing, with this investment set to unlock significant potential in hemp farming.



Premium honey products

Demand is growing for WA's premium monofloral honey, driven by growing consumer awareness of its high antibacterial and antimicrobial activity. Jarrah and Marri honey particularly have some of the world's highest antioxidant levels. Our integrity measures mean our local honey industry is free from many of the pests and diseases that impact honey production elsewhere. These clear advantages provide unique opportunities to produce and market premium honey products using some of the world's purest and most functional honey.



Pet food

Global demand for premium pet food is exploding. Western Australia has all the required ingredients for success in premium pet food, targeting domestic and Asia's fast growing markets. Premium pet foods can leverage existing Brand WA strengths and the industry can tell a good provenance story to consumers worldwide.



Animal-based health products

Global demand for animal-based health products continues to grow. While plant-based products are attracting attention, it's animal-based health supplements that continue to drive growth. Major animal-based health products include collagen, bone broth and marine oils, and there are numerous other possibilities. WA has all the ingredients required for successful animal-based health products for consumers and manufacturers seeking safe, trusted supplies.



Meal solutions

Changing lifestyles, growing incomes, longer working hours and increased workforce participation are driving long-term demand for prepared meals. WA has all the ingredients required to meet this growing demand and deliver meal solutions to consumers in domestic and high-value export markets. Our highly successful ready-meal industry continues to attract investment and is poised for further growth. Numerous opportunities exist to transform our bountiful ingredients into convenient, consumer-ready products.



Strawberries

Strawberries are in growing demand across Australia and in our key export markets, including United Arab Emirates, Malaysia, Thailand, New Zealand and Singapore. They have a rich, enjoyable flavour, are convenient as an ingredient, snack or dessert and are known for their health-giving properties. WA is well placed to supply this growing market demand for strawberries through new varieties, new production systems and new technologies. Strawberries offer mid to long-term growth potential for investors.



Apple innovation

WA is a respected and recognised leader in apple innovation. Our fruit breeders have delivered multiple successful new apple varieties, including Pink Lady™, Sundowner™ and Bravo™. We have a large and modern apple industry with a strong group of professional growers and packing facilities, servicing domestic and export markets. With more than 120 years' experience supplying Asia with apples, we are well positioned for further growth.



Essential oils

Consumer demand for natural ingredients in their everyday products is driving strong global demand for essential oils. Being an isolated location on an island continent, WA has an incredible variety of unique native plants bursting with distinct essential oils. Demand for our essential oils exceeds supply and further investment is needed to develop this exciting and growing industry.



Protected cropping

Consumers are demanding high-quality flowers, nursery plants and produce all year round. This strong demand, combined with excellent prices and opportunities for significant revenue growth, make new protected cropping operations an attractive investment opportunity. WA's climate is becoming more variable, with extreme weather events and longer spells with little rain and crop producers are seeing the need to adapt and optimise water and nutrient flows. These factors combined with new, improved production systems are driving strong opportunities to invest in protected cropping.



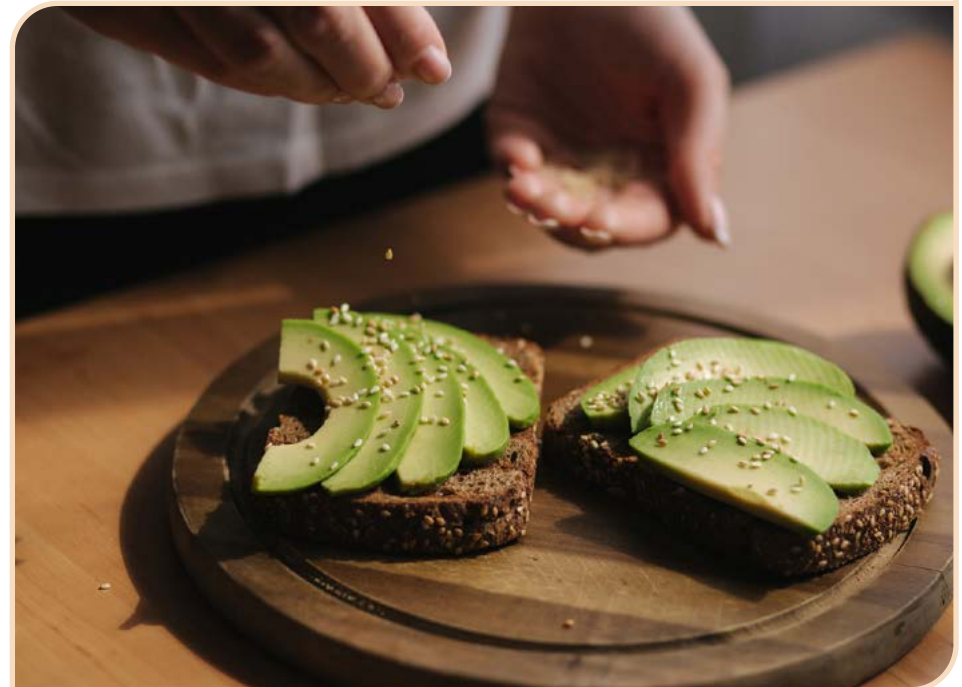
Alcoholic spirits

WA's premium alcoholic spirits producers are in a period of strong growth, producing a wide range of distinct spirits winning awards and attracting customers. Our success in spirits production is built on our clean environment, high-quality grains, a wide range of signature ingredients, proven distilling skills and efficient logistics. The opportunity to identify products as Brand WA presents a wide range of investment opportunities, particularly those leveraging our unique native flora.



Avocados

Avocados are central in the global shift to plant-based foods and growing domestic and international consumption is increasing demand. With our mild Mediterranean climate, vast farmlands, modern production systems and efficient supply chains, WA's avocado industry is well-positioned for continued growth.



We understand your project and investment requirements are unique.

To get started or expand on your Western Australian investment journey, contact us today.

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