Israel Trade Commission
Sydney, Australia

Ministry of Economy and Industry
Foreign Trade Administration

AGTECH OVERVIEW

Prepared by the Israel Trade Commission

Over half of Australia's land is used for agriculture → Providing 93% of the domestic food supply

There are more than 123 000 agribusinesses → Accounting for 4% of Australia's employment

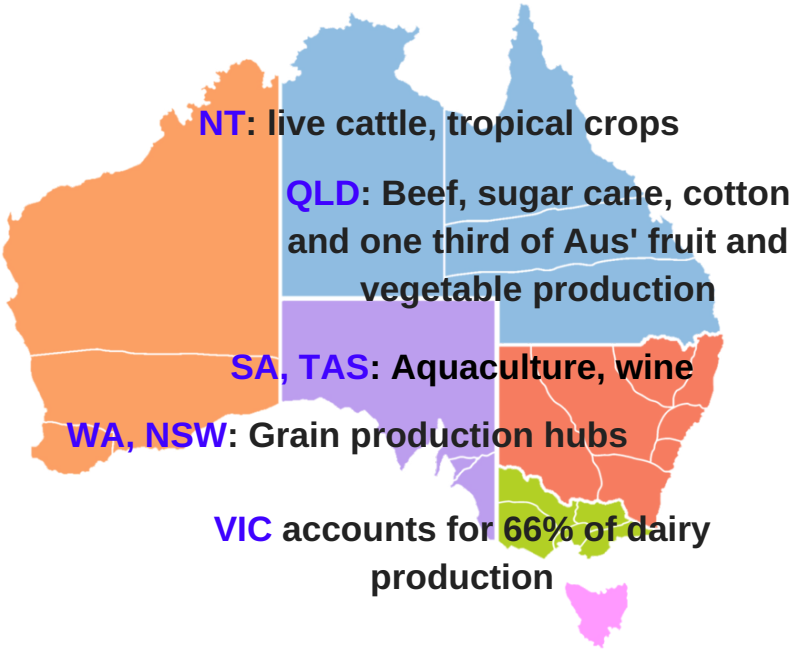
Around 70% of farm produce is exported each year → Making up 13% of Australia's export revenue ($43B+)

Increased demand for beef, dairy, and wine from Asia → Experts forecast a $100B industry by 2030

Valued at A$17 billion, **grains** form the largest sector within Australian agriculture, followed by **horticulture** (A$9 billion), and the **beef** and **dairy** industries. Australia is the world's third largest beef exporter and its dairy exports are valued at A$3.2 billion.

Trade plays an extremely important role in Australian agriculture, with many commodities dependent on overseas demand, especially from Asia. The China-Australia Free Trade Agreement in 2015 lifted tariffs on Australian agricultural exports to China.

Australia's top exports: beef (#7), wheat (#10), wool (#21)



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Challenges

- **$2.5B** lost agricultural production due to weeds
- **73%** of Australian agriculture affected by weed-related issues
- **46%** of farmers report soil and land issues
- **38%** of farmers report water issues
- **Climate Change** is likely to worsen drought conditions in Southeast and Southwest Australia

Agtech in Australia

Digital technology is changing the face of the Australian agricultural labour force, and expected to impact on over 300 000 people (StartupAus 2016).

The Internet of Things will create a more interconnected network of growers and buyers, improving yield and reducing wastage along the supply chain.

The development and application of tools for farm management, soil management and precision agriculture is also heating up.

The National Farmers' Federation has launched the National Farmers' Digital Agriculture Service, which helps farmers glean insights from big data to assist with farm management.

Other major industry bodies include AusBiotech, AusVeg, CropLife Australia, the Grains Research & Development Corporation and Horticulture Innovation Australia.

Case study: Hydroponics

Over 30 percent of tomatoes sold in Australia are grown hydroponically, and the trend is set to spread across the entire market over the next 20 years. Flavorite, Australia's largest hydroponic tomato grower, has a grower network in every state.

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