

Minister Leon Bignell

Minister for Agriculture, Food and Fisheries

Tuesday, 30 June, 2015

Plan for \$330 million revenue increase for sheep industry

A sheep industry plan to drive profitability and innovation and increase revenue by more than \$330 million, has received a \$140,000 boost from the State Government.

Agriculture Minister Leon Bignell said the funding demonstrated the State Government's commitment to this significant industry.

"South Australia's sheep, wool and lamb industry is doing very well, growing year on year and currently generating \$1.47 billion in revenue annually," Mr Bignell said.

"But we want to do more. One of the objectives in the industry's blueprint is to increase revenue from \$1.47 billion to \$1.8 billion by 2020, while continuing to drive international competitiveness.

"The industry's ambition to maximise its strengths, and the State Government's determination to see it succeed, will be the key to fulfilling this objective.

"The plan also fits with the State Government's economic priorities - by exporting a premium product to a global market, growing the industry and creating jobs and innovation."

Chair of the Blueprint Working Group, Moorlands sheep producer Allan Piggott said the plan would map the industry's strategies for the next five years.

"Our vision is for a sheep, wool and lamb industry that is innovative and progressive, and delivers profit and sustainability to everyone in the sector," Mr Piggott said.

"The blueprint will also give a framework to optimise the work already being done through recent initiatives including the National Merino Challenge and LambEx to encourage new talent into the industry."

President of Livestock SA Geoff Power said working together was the best way forward.

"By pooling the expertise available from within our industry, and combining that with support from the State Government, we have every expectation of fulfilling the objectives of the blueprint, and more," he said.

Other issues covered in the plan include biosecurity, access to capital, feedback to producers, welfare and environmental advocacy, meeting consumer needs, succession planning and industry communication.

The State Government previously worked with the industry to develop the SA Sheep Industry Development Plan 2004 to 2014.

Media contact: [Simonne Reid](mailto:Simonne.Reid@sa.gov.au) – 0400 650 951