



# The South Australian Sheep Industry Blueprint

– a plan for industry growth from 2015 to 2020

Friday, July 3, 2015

## Sheep industry leaders meet to map five-year blueprint

The South Australian Sheep Industry Blueprint Working Group met for the first time last month to start work on a plan designed to drive profitability, innovation and sustainability for the whole industry value chain.

The blueprint is an initiative of Livestock SA and the SA Sheep Advisory Group and is supported by the State Government. It started in February when more than 50 SA sheep industry stakeholders and decision-makers met at a workshop to scope the plan and identify key areas for the industry's growth and development.

Blueprint Working Group chairman and Moorlands sheep producer Allan Piggott says the blueprint will tackle key issues in a range of areas, such as biosecurity, access to capital, feedback to producers, welfare and environmental advocacy, succession planning and industry communication.

"Our vision is for a sheep, wool and lamb industry that is innovative and progressive and is delivering profit and sustainability to all in the value chain. So the blueprint will be big on the collaborative actions and tasks that will lead to outcomes for the next five years," Mr Piggott said.

"This week, we have received a \$140,000 boost from the State Government which will help us to achieve our goal of increasing productivity and value by 20 per cent by 2020. Through the scoping workshop, we've identified ways to make this happen.

"As a farmer, you plan your day, you plan for your business's future and you plan to prosper. The SA sheep industry should not be any different. We need a plan to grow our industry, to leverage our SA sheep levies by collaborating with other stakeholders and investors and to maintain or gain our share of South Australia's work force.

"We are not alone in planning for our future. The mining and energy industry in South Australia is currently reviewing its plan to 2020. Since each Australian farmer feeds 600 people – 150 at home and 450 overseas – an industry plan communicates to buyers of our products that South Australian farmers are professional and reliable food and fibre producers."

The scoping workshop identified five key objectives for the blueprint to address:

1. Grow the SA sheep industry's production and value from \$1.48 billion in 2015 to \$1.8 billion in 2020 while maintaining international competitiveness.

2. Develop a united value chain workforce plan from 2015 to 2020 that attracts new and energetic people to the industry.
3. Support a 20 percent increase in the engagement of quality consultants and advisers with increased use of business decision-support tools.
4. Act as a conduit for greater research, development and extension collaboration along the value chain at the regional, state and national level and develop a measure of greater adoption and uptake.
5. Develop a proactive and progressive industry communication plan that, through advocacy and champions, gives greater consumer confidence to increase their demand and engage the whole value chain.

Mr Piggott announced the members of a working group that will carry on the direction outlined at the scoping workshop. Members include:

- **Allan Piggott**, Moorlands, stud and commercial sheep producer and chairman of the successful LambEx 2014 event, held in Adelaide last year.
- **Jane Kellock**, Burra, sheep producer and former chair of the SA Sheep Advisory Group.
- **Joe Keynes**, Keyneton, commercial sheep and beef producer and member of the Livestock SA board and South Australian Natural Resources Management Council.
- **Steve Radeski**, Woodside, livestock producer, Livestock SA board member and agri-lending manager.
- **Paul Sandercock**, Adelaide, executive director, Australian Meat Industry Council.
- **Mark Inglis**, Melbourne, farm assurance and supply chain manager, JBS Australia – Southern.
- **David Rutley**, Murray Bridge, lamb supply chain coordinator, Thomas Foods International.
- **Jane Lutt**, Adelaide, administration manager at EMS Rural Exports, SA Live Export.
- **David Michell** and **Steven Read**, Adelaide, Michell Wool.
- **Rod Miller**, Adelaide, wool marketing manager, Australian Wool Network.
- **Richard Harvie**, Naracoorte, Pinkerton, Palm, Hamlyn & Steen.
- **Troy Fischer**, Wasleys, stud and commercial sheep producer.
- **Michael Blake**, Adelaide, PIRSA meat and livestock account manager.
- **Wayne Pitchford**, Roseworthy, University of Adelaide, Professor of Animal Breeding.

The group will soon begin the search to employ a manager of the blueprint development and implementation process, to work between Livestock SA, SASAG and sheep, lamb and wool industry stakeholders.

**More information:** <http://www.livestocksa.org.au/pages/blueprint.php>

**ENDS**

**For media interviews:** Allan Piggott, 0407 580 925.