

Primary Production in the Great Southern

“

Primary production is the backbone of the Great Southern economy. It is Western Australia's second largest agricultural region, with approximately 60 per cent of its economic activity directly or indirectly related to agriculture.

”

Key primary production activities include broadacre cropping, livestock farming, and producing superb fresh produce and award-winning beverages, including excellent wine from its five wine sub-regions.

Well established systems of food quality, biosecurity and animal welfare regulation give producers access to an extensive range of international markets.

The Great Southern's primary production industries create \$1.2 billion in annual production value, including:

- Broadacre crops - barley, oats, canola, wheat and hay (56%)
- Livestock - sheep, cattle, pigs and chickens (40%)
- Horticulture - fruits (including wine grapes) and nuts (4%).

With its high-quality produce, access to markets, and clean and a green reputation, there is significant opportunity for primary production investment in the Great Southern.

Contribution to Great Southern regional economy



VALUE ADDED

**\$602.8
MILLION**



TOTAL OUTPUT

**\$1.48
BILLION**



REGIONAL
JOBS

3,470



REGIONAL SALARIES
AND WAGES

**\$99
MILLION**



EXPORTED FROM THE
GREAT SOUTHERN

**\$1
BILLION**



SHEEP, GRAINS, POULTRY,
HORTICULTURAL

**KEY
PRODUCTS**

Investment opportunities



Supplying food and beverage manufactures

Capitalise on, or diversify into, supplying to the Great Southern's expanding food and beverage manufacturing businesses.



Ethical livestock rearing

The market for high quality, ethically raised livestock will continue to grow as consumers' expectations shift on how meat is produced.



Research and development

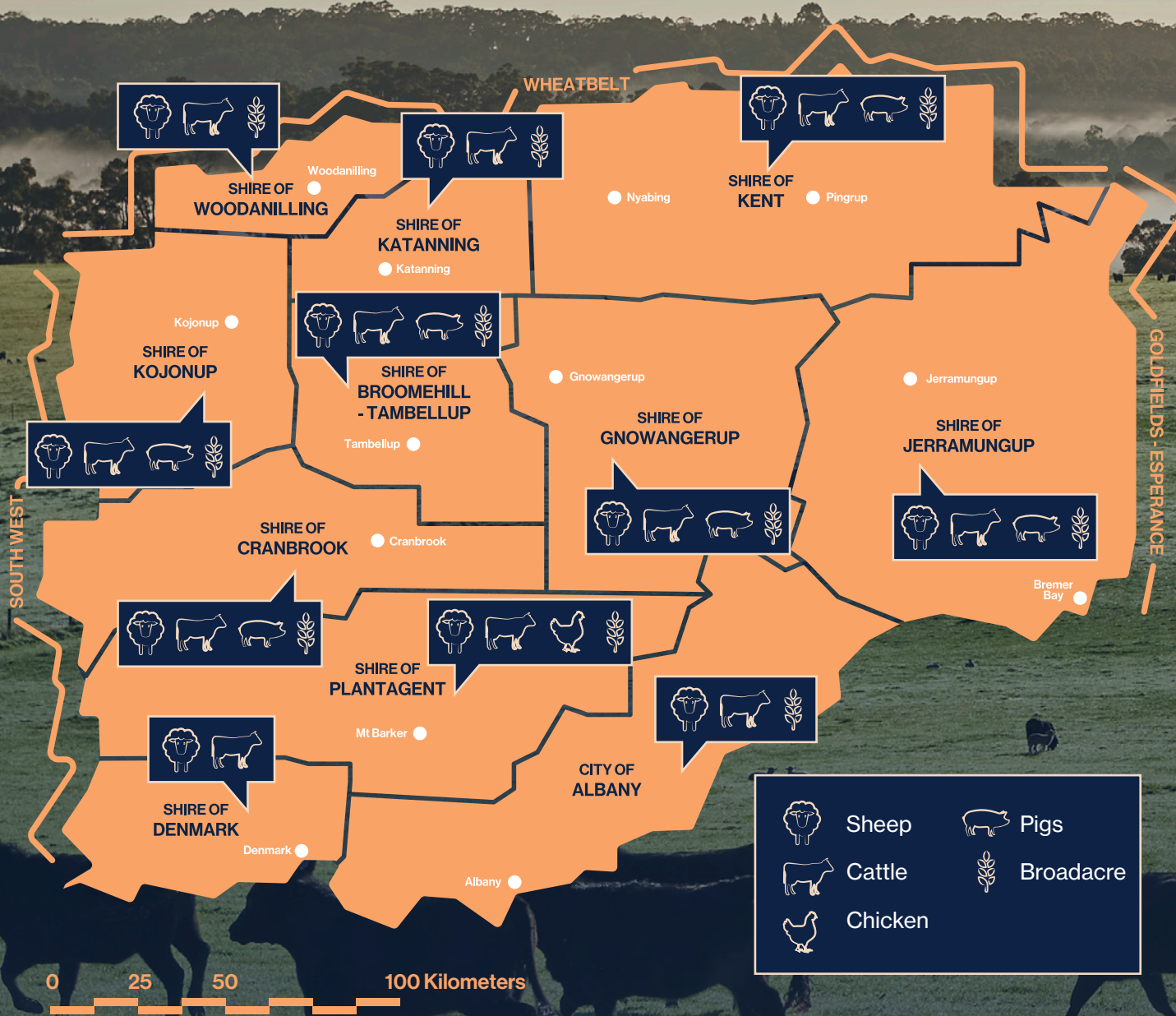
Through partnerships and collaborations across businesses and institutions, research productivity gains, new crop viability, and climate change adaptation techniques.



Value add

The South Coast region has a clear opportunity to expand its value-add sector to capitalise on the growing demand for cleaner, greener products, for which the region has clear comparative advantage. This would directly benefit existing and future secondary producers and strengthen the regional economy through enhanced industry output, net import-export position and gross regional product.

Key locations



Comparative advantages

Primary production is recognised by the Great Southern Development Commission (GSDC) as one of the region's comparative advantages. Key underlying factors include:



Established industries with strong supply chains



Expanding global food markets, particularly for high quality produce



Expanding downstream markets for locally processed food using fresh produce



Opportunities for crop diversification



Strong government support for market expansion



Relatively reliable rainfall and grow season conditions

Regional capacity

Major agencies and stakeholders working to support our primary production industry.

INDUSTRY SUPPORT GROUPS	SUPPORTING GOVERNMENT AGENCIES	PROCESSING FACILITIES
WA Meat Marketing Cooperative Stirling to Coast Farmers Group Southern Dirt Grower Group Fitzgerald Biosphere Group Gillami Centre WA Farmers Federation	Great Southern Development Commission Department of Primary Industries and Regional Development (WA) Department of Agriculture, Fisheries and Forestry (Commonwealth)	Albany Port Saleyards (inc. Katanning Saleyards largest in the southern hemisphere) Regional livestock processing facilities including Fletchers, WAMMCO, Beaufort River, Kendenup, and potentially Yerriminup CBH Grain Receiving Points



Developing the region's primary production industries

Increasing our capacity and capabilities in the following areas will be critical for ongoing development of the Great Southern's primary production industries.

01

Downstream food and beverage manufacturing:

Supply to expanding food and beverage manufacturers who are building on the region's reputation for high quality produce

02

New crops:

Explore the potential of new crops including hemp, flax and new grape varieties along with emerging hybrids of traditional broadacre crop species

03

Linking to new markets:

Continue to link the region to growing Asian markets such as India, China, Indonesia, Korea and Malaysia

04

Develop a regional brand:

Develop a strong brand leveraging Great Southern's clean and green credentials to increase exports and support providence marketing

05

Productivity:

Supporting research and development that brings new technologies and approaches to increase productivity



“

Diversification and value adding to existing produce can strengthen the regional economic and increase the value of our primary production sectors

”



Strategic alignment

Primary production is guided by the following Commonwealth, State and Regional strategic plans and frameworks.

FEDERAL	DEPARTMENT OF AGRICULTURE, FISHERIES AND FORESTRY AG2030		
STATE	DIVERSIFY WA	PRIMARY INDUSTRIES PLAN (2020-24)	WA ASIAN ENGAGEMENT STRATEGY
REGIONAL	GREAT SOUTHERN REGIONAL INVESTMENT BLUEPRINT (2015)	GREAT SOUTHERN RECOVERY PLAN (2020)	GREAT SOUTHERN DEVELOPMENT COMMISSION STRATEGIC PLAN (2022-24)
LOCAL	LOCAL GOVERNMENT ECONOMIC DEVELOPMENT AND PLANNING STRATEGIES		

Challenges and risks



Climate change

Climate change is a significant risk to primary production throughout the world, particularly regarding water availability and soil health. Adapting to these changes is a crucial challenge that will bring opportunities for technology-driven innovation.



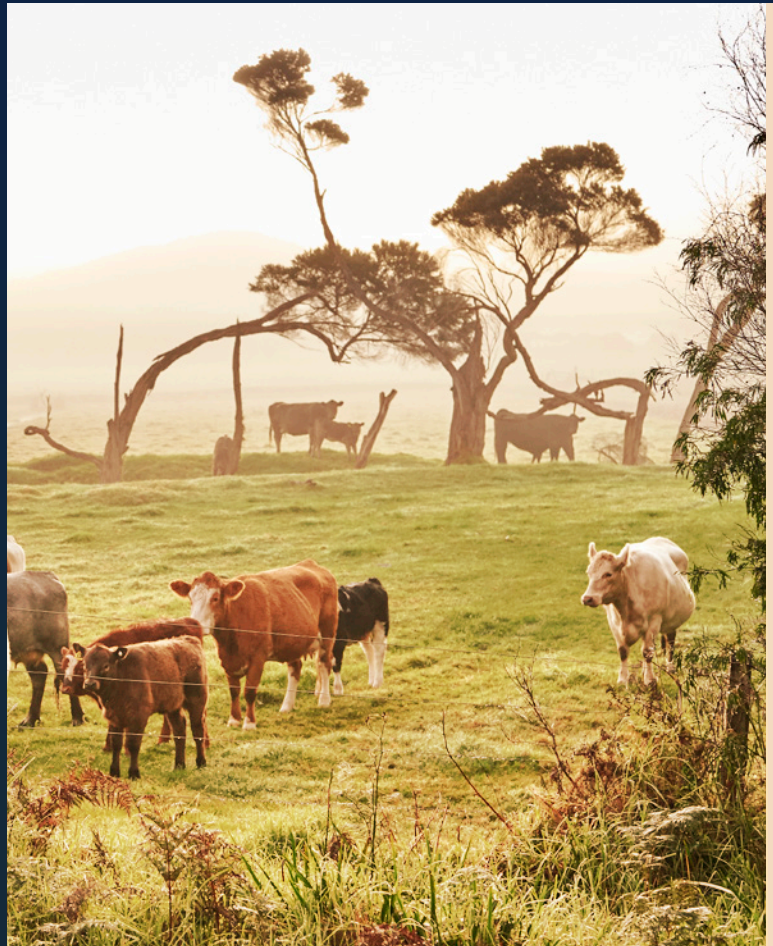
Labour shortages

Australia is currently facing a labour shortage that is affecting multiple industries, but that is particularly impacting agriculture. This issue is being addressed through the Commonwealth's Pacific Australia Labour Mobility program which specifically targets overseas workers to come to Australia for seasonal farm work.



Supply chains

Supply chain disruptions are also affecting primary production, with fertiliser shortages potentially impacting crop yield. Attention has now shifted to Australia's sovereign capability to manufacture its own fertiliser to address this issue.



Want more information?

Strategic project development and networks	Great Southern Development Commission		
Industry support and capacity building	WA Meat Marketing Cooperative		
	Stirling to Coast Farmers Group		
	Southern Dirt Grower Group		
	Department of Primary Industries and Regional Development		
	Your Local Government Authority:		
	Albany	Gnowangerup	Kojonup
	Broome-hill Tambellup	Jerramungup	Plantagenet
	Cranbrook	Katanning	Woodanilling
	Denmark	Kent	
Grants and funding	Great Southern Development Commission		