

Food and agribusiness

Industry Plan 2024-2028



Alignment with our vision

The Food and Agribusiness Industry Plan is helping to achieve the City's Economic Strategy as part of Council's Corporate Plan 2022-2027 and realise our vision.

Our Moreton Bay. Amazing places. Natural spaces.

This plan supports the following strategic pillar and goals:



City of Moreton Bay will have a progressive and robust economy that capitalises on its unique competitive advantages, partnerships and technology.

Read more about Council's Corporate Plan and the pillars that underpin it.



Acknowledgment of Traditional Custodians

City of Moreton Bay acknowledges the Jinibara, Kabi Kabi and Turrbal peoples and pays respects to Elders, past, present and emerging. Council recognises that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to reconciliation and working in partnership with Traditional Custodians and Aboriginal and Torres Strait Islander communities to shape a shared future for the benefit of all communities within City of Moreton Bay and beyond.





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Disclaimer

City of Moreton Bay and its officers accept no liability for decisions made on information, expressed or implied, provided in this document.

Introduction

The Food and Agribusiness Industry Plan 2024-2028 will contribute to the delivery of the key economic goals and outcomes of Council's Economic Strategy 2020-2041.

This Plan has been developed as part of the Strategy framework, which identifies food and agribusiness as one of four priority industries in City of Moreton Bay.

It also identifies Council's role to support the growth of food and agribusiness in line with the Strategy's goals to create a bigger, bolder and brighter future for our city.

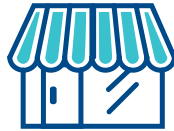
In order for Council to accomplish this, the Plan seeks to raise the profile of the industry and encourage businesses to upskill, scale and grow.

This Plan aims to harness the city's rich agricultural heritage, vibrant and growing community, and strategic location to boost local food production, support sustainable practices, and promote agritourism. By fostering innovation, enhancing supply chains, and creating robust support systems for farmers, food manufacturers, and agribusiness entrepreneurs, we can build a resilient and thriving food and agribusiness ecosystem.

Industry snapshot



\$1.8B
Annual sales



1,080
Businesses



61%
of the total value of
fruit produced in SEQ



\$631M
Value-add



4,644
People employed
by the industry



1 in 4 punnets
of strawberries and 1
in 5 pineapples grown
in City of Moreton Bay



\$492M
Export sales



24.2%
Growth in exports
2020/21-2021/22



7,030 ha
of land used for crops

Source: 2020/21 and 2021/22 .id (informed decisions)

Our drivers

Our agricultural industry is experiencing several emerging trends that reflect both technological advancements and shifting market demands. One prominent trend is the increased adoption of precision agriculture techniques using GPS technology, drones, and data analytics to optimise crop yields and reduce environmental impact.

There is also a significant push towards sustainable farming practices, with local farmers integrating organic methods and regenerative agriculture to enhance soil health and biodiversity.

City of Moreton Bay is witnessing a diversification of crops, including a rise in the cultivation of high value produce such as berries, avocados and exotic fruits, catering to domestic and international markets.

Additionally, there is a notable appetite for growth in agritourism as farms open their doors to tourists seeking authentic rural experiences, thereby creating supplementary income streams.

The integration between reliable primary production with food manufacturing will enhance efficiency, reduce waste and meet the growing consumer demand for traceable and ethically sourced food items.

Agriculture 4.0 is coming, and it must be clean and green, with technology and science at its core.

These trends collectively aim to bolster the resilience and profitability of our agricultural sector in a changing economic and environmental landscape.

Emerging trends



Robotics

Automate manual tasks, address labour shortages.



Internet of things

Interconnection and remote monitoring of sensors and devices in the field.



Drones

Aerial inspection, topography mapping, weed control, pest eradication.



Blockchain

Mapping the journey from producer to plate to meet consumer demand for provenance.



Gene editing

Increased crop yields, enhanced nutritional content, pest/disease/ climate resistance, improved animal welfare.



Data

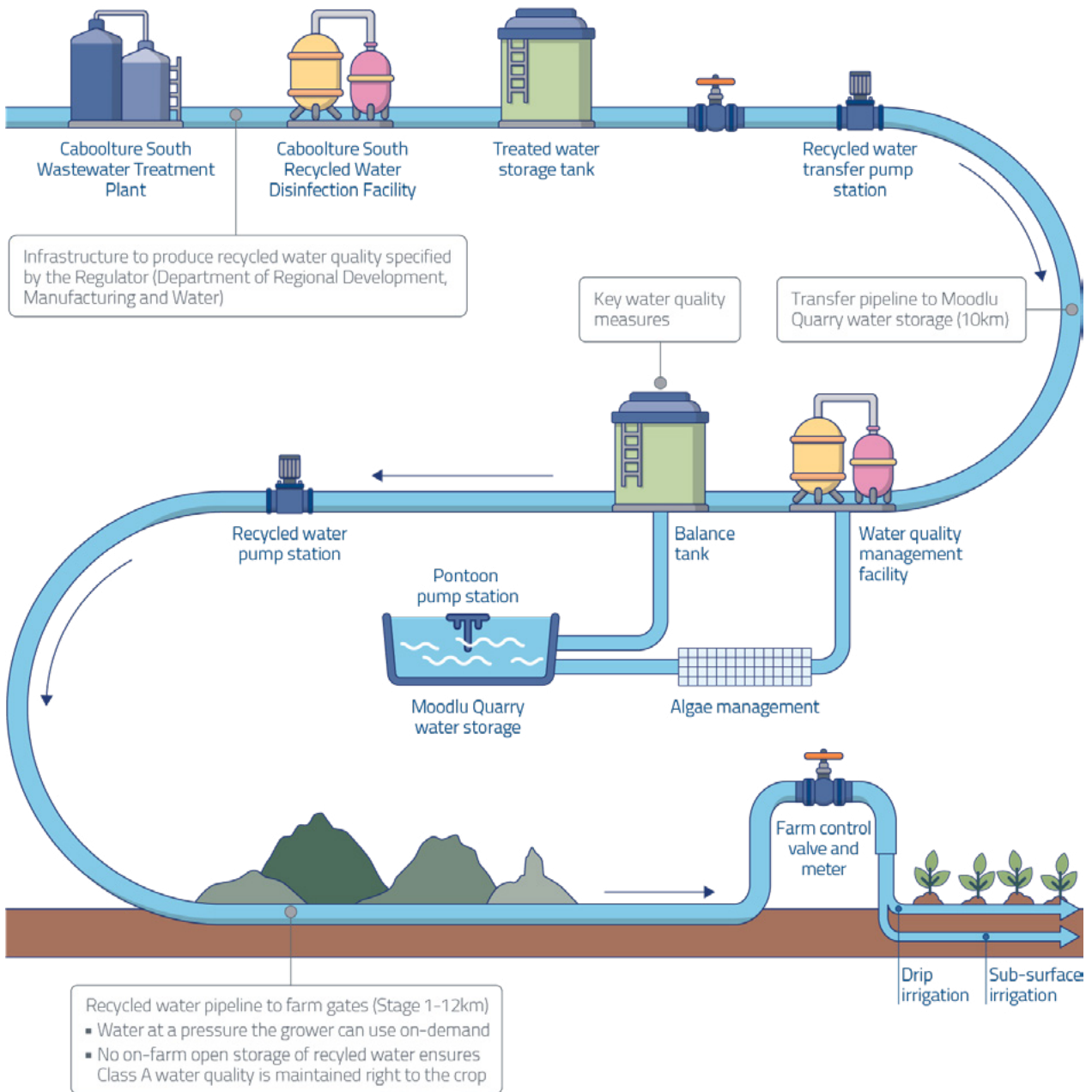
View complex data sets to map and analyse historical and new trends.

Unique agricultural opportunity through recycled water pipeline

The Wamuran Irrigation Scheme will secure a long-term sustainable water supply for agricultural use, delivering 2.6 gigalitres of Class A recycled water annually in Phase 1 to bring confidence to industry.

Year-round water supply to growers	Greater certainty for crop planting and high yields	Give local farmers the confidence to expand their operations
Create more jobs in agricultural and downstream industries	Boost local food production	Enable the introduction of new high-value agriproducts

How the scheme will operate



Source: Unitywater

Our planning context

Framework for transforming City of Moreton Bay's economy

Regional Economic Development Strategy (REDS) 2020-2041		 Bigger \$40 billion economy	 Bolder 100,000 new jobs	 Brighter Top 10 Regional Innovation Hub	Knowledge, innovation and entrepreneurship Leadership and identity	Trade and investment	Industry advancement
REDS 2 Year Action Plan 2023-2024		Develop entrepreneurial and innovation reputation Develop entrepreneurial capabilities	Assertively pursue city building projects Establish entrepreneurial hub	Facilitate business investment Support local innovation ecosystem	Maximise expenditure locally Create pathways to employment	Encourage business to business connections	Support business retention and expansion Build local business capacity
Industry Plans 2024-2028					Support skills and workforce collaboration Promote access to new markets and capital	Embrace technological advancement	Foster leadership and identity
International Engagement Plan		Sponsor major business conferences/exhibitions Connect business investment opportunities	Develop city building investment opportunities Engage key chamber membership	Work with federal and state agencies Deliver major marketing campaigns	Facilitate local business trade missions Leverage Brisbane 2032	Establish mutual growth partnerships	
Major Events Plan 2024-2028		Showcase City of Moreton Bay's event destination capacity and capability Position the city to host Olympic sports events and camps	Attract, build and support a diverse portfolio of events Collaborate with state and antional agencies	Activate major venues and encourage visitor dispersal Deliver collaboration and networking workshops	Promote the city's major events	Build accessibility and inclusion capacity	
Leverage 2032 for Business		Increase 2032 procurement pipeline registrations Highlight potential 2032 game changers	Promote industry opportunities Work with 2032 Legacy Committee	Support pre-2032 events and activities Link capacity to opportunities	Host discussions/workshops Create marketing information	Leverage growth sectors	Undertake gap analysis Communications tools



Industry profile

Piñata Farms, headquartered in City of Moreton Bay, is Australia's largest pineapple producer and has been responsible for pioneering large-scale production of the fruit since the 1990s.

Beginning with a single family pineapple farm in the 1960s, Piñata Farms took its vision and values and built it into an empire of 30 third-party family growers across five states. Their staggering number of crops produce nine million pineapples, 130 million strawberries and 13 million mangoes annually.

A one-of-a-kind breeding program enables Piñata Farms to investigate the commercial potential of up to 20,000 new varieties of pineapples.

Piñata Farms also has the sole rights to grow specialty Honey Gold Mangoes, one of Australian consumers' favourite mango species.

Piñata Farms is capitalising on Moreton Bay's sun-drenched days and innovation focus and is changing the face of food production. The city's enviable lifestyle helps them attract a dedicated team of workers, including 70 full-time staff and 400 seasonal workers.

The organisation invests operational savings into innovation to identify the best possible fruit species and ensure year-round production.

Piñata Farms has been inducted into Queensland Business Leaders Hall of Fame for outstanding leadership and innovation in Australia's food production industry spanning more than 60 years. The Queensland Business Leaders Hall of Fame was established by QUT Business School, State Library of Queensland and the Queensland Library Foundation in 2009 to recognise the public contribution made by leaders of businesses to the reputation of Queensland and its economic and social development.

Our focus areas

The objective of industry and government collaboration is to transform Moreton Bay into a leading city for sustainable and innovative agriculture, enhancing economic growth, community wellbeing, environmental stewardship, and placing it as a food and agricultural powerhouse.

Agriculture has been an important part of the local economy for decades, with City of Moreton Bay producing 57% of Queensland's strawberries and 32% of the State's pineapples as well as prawns, bugs and crabs. While there are opportunities to continue expanding in these areas, there are also new areas to explore including oyster, coffee and seaweed production, higher value commodities, more intensive and high-value agriculture, further value-adding and processing opportunities, and production of a range of food and beverage products.

With prime location, rich agricultural resources, and growing consumer demand for high-quality and healthy food products, food and agribusiness has the potential to become a cornerstone of the city's economy for many decades.

This plan identifies five focus areas that will shape our actions over the next four years to establish City of Moreton Bay as a beacon of sustainable and innovative agriculture, driving prosperity and recognition:

1. Technology advancement

- Implementation of cutting-edge technologies, resulting in enhancements to productivity, sustainability and efficiency.

2. Skills and workforce

- Ensuring business owners have the skills they need to grow their businesses and access a highly skilled workforce, resulting in increased high value jobs.

3. Collaboration

- Increase partnerships with industry, research institutions and government agencies to drive innovation and address common challenges, resulting in long term sustained support for business growth.

4. Knowledge

- Exchange of expertise to boost business success and growth, resulting in improved value chain efficiency and promotion of industry best practices.

5. Identity

- Strengthen City of Moreton Bay's agricultural identity, resulting in the promotion of our unique product offerings and heritage, boosting local and global recognition.

Vision

Transform Moreton Bay into a leading city for sustainable and innovative agriculture, enhancing economic growth, community wellbeing, environmental stewardship and placing our city as a food and agriculture powerhouse for the Brisbane 2032 Olympic and Paralympic Games.

Our action plan

	Focus areas	Actions	Council role	Timeframe
1	Technology advancement	1.1 Support programs that focus on technology adoption and solution capability to build more dynamic, efficient, and modern agricultural practices.	Facilitate	Ongoing
		1.2 Establish links and preserve relationships with Ag Tech organisations for information sharing and collaboration opportunities.	Facilitate	Ongoing
2	Skills and workforce	2.1 Support an annual jobs expo to raise the profile of successful career pathways in food and agribusiness.	Partner	Short-term
		2.2 Develop and continuously improve an accelerator program with the Food and Agribusiness Network that encourages small food manufacturers to upskill, scale and grow.	Partner	Ongoing
		2.3 Encourage First Nations connection to agricultural career pathways to combine cultural historical practices with modern farming techniques.	Facilitate	Ongoing
3	Collaboration	3.1 Create connections with the tourism sector to celebrate the city's provenance, champion local produce and support farm gate experiences.	Partner	Ongoing
		3.2 Facilitate establishment of a Moreton Bay Growers Group to maximise knowledge, build collaboration with primary producers, and contribute to the city's long-term viability and supply chain.	Facilitate	Medium-term
		3.3 Pilot a Dark Kitchen initiative encouraging commercial kitchen access for small business owners to manufacture food safely, reliably and profitably.	Deliver	Short-term
4	Knowledge	4.1 Investigate the value-added benefits of the Wamuran Irrigation Scheme to maximise its farming, employment and investment potential.	Deliver	Short-term
		4.2 Commission a supply and demand analysis of small-scale livestock producers, multi-species abattoir requirements.	Deliver	Short-term
5	Identity	5.1 Continue to develop the city's identity and narrative through a collaborative Made in Moreton Bay branding program.	Partner	Short-term
		5.2 Celebrate and showcase local artisan farmers, food producers and beverage makers to build the city's provenance.	Facilitate	Ongoing
		5.3 Position the city as a premier agritourism destination.	Facilitate	Ongoing

Council roles	
Deliver	Plan, deliver and fund services, programs and projects
Facilitate	Assist others to undertake activities by bringing interested parties together
Partner	Work with the community and other stakeholders to achieve shared goals
Educate	Share learning to support broader understanding and action
Advocate	Promote the interests of our communities to influence decision makers
Regulate	Regulating activities through local laws and legislation

Timeframes	
Short-term	Within the next one to two years
Medium-term	Within the next three to five years
Long-term	After five or more years but may need to commence in the medium-term
Ongoing / BAU	Actions will continually be dealt with throughout the life of the plan

Collaboration and alignment	Example stakeholders
<p>This Plan has been established with the intention of working collaboratively with state and national agencies, in addition to the local business community and key stakeholders.</p>	<ul style="list-style-type: none"> • Australian Government departments • Queensland Government departments • RDA Moreton Bay and Sunshine Coast • University of the Sunshine Coast (UniSC) • Innovation services providers • Chambers of Commerce, business and industry groups • Peak industry bodies

Monitoring our success

This Industry Plan will be reviewed annually to amend or include new actions as they are identified to ensure we are meeting expectations.

Success measures

Industry plan

- Industry satisfaction with action plan programs
- % of action plan items delivered to completion

Industry health

- Comparative % of value-add growth
- Comparative % of net change in business numbers
- Comparative % of net change in gross value of production
- Comparative % of change in arable land size



