

AUSTRALIAN FARM INSTITUTE

MEDIA RELEASE



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AFI Insights – From sheep's back to moonshot: meeting the 2030 targets

In October 2018 the National Farmers' Federation (NFF) released its 2030 Roadmap, a plan for Australian agriculture to become a \$100 billion industry. It's not quite as catchy as riding to prosperity on the sheep's back, but can this target capture the attention of not just the agriculture sector but the broader community, and provide the unifying purpose and identity to drive the industry forward?

The Australian Farm Institute's *Insights* newsletter February edition focuses on the 2030 Roadmap, featuring contributions from Fiona Simson – President of the NFF, Jan Paul van Moort – Executive Director NSW of Acil Allen Consulting, Richard Heath – Executive Director of AFI, and the AFI research team.

"Big, bold targets provide focus, drive and purpose for an industry and lead to innovation and inspiration," said Mr Heath.

"When John F Kennedy announced in 1961 that men would walk on the moon and return safely to Earth by the end of the decade, the incredibly aspirational target provided a focal point for all those involved in the broad array of activities needed and success was achieved."

"Is \$100 billion of farmgate output by 2030 an equivalent moonshot for agriculture?"

"The Roadmap and the suggested actions required to reach the \$100 billion target provide some truly ambitious, bold and relatable goals that arguably will be much more significant and transformational than the growth target alone."

Fiona Simson and JP van Moort responded to three questions on the viability of NFF's vision for Australian agriculture reaching \$100 billion by 2030.

The AFI celebrates a milestone this year, with 2019 marking the 15th year of operation for the Institute. In that time, the Institute investigated contentious issues such as carbon trading policy, advocacy and agricultural representation, and water policy; and the implications of new impacts on the agricultural sector such as innovation and technology, and social licence.

"Australian agriculture is an exciting innovative industry with enormous further potential. Policy challenges and impediments should not be allowed to restrict that potential, and so the work of AFI continues to be important," said Mr Heath.

"In a world where truth decay is unfortunately prevalent, the Institute's sole purpose is to provide unbiased, evidence-based, factual information to assist those advocating on behalf of the sector."

- [**Farm Institute Insights**](#) is available now.

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