

SNAPSHOT

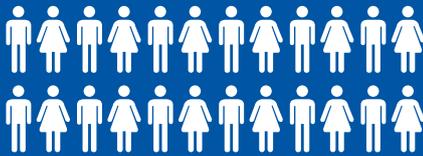


The South Australian Sheep Industry Blueprint

– a plan for industry growth from 2015 to 2020

JULY 2015

We have an **AWESOME** industry in SA!



15,000 PEOPLE EMPLOYED
BY THE INDUSTRY

7000 LIVESTOCK
PROPERTIES



140,000
TONNES

OF SOUTH
AUSTRALIAN
SHEEP AND LAMB
MEAT PROCESSED
PER YEAR

\$680 MILLION

FARMGATE VALUE FOR
MEAT AND WOOL

726,000 SHEEP AND LAMB
SKINS EXPORTED PER YEAR



\$1.48 BILLION
PER ANNUM...

THE ESTIMATED WORTH OF THE
WHOLE VALUE CHAIN



11 MILLION
SHEEP



THE SHEEP INDUSTRY
IS THE ONLY COMMODITY
THAT HAS GROWN AHEAD
OF INFLATION IN THE
PAST DECADE.

52M **KILO**
GRAMS

OF WOOL PRODUCED PER YEAR

OUR VISION

The SA sheep, wool and lamb industry is innovative, progressive and delivering profit and sustainability to all in the value chain.



Background

The South Australian sheep, wool and lamb industry is world-leading. We produce quality meat and wool, our processing facilities are globally first class with whole-of-supply chain traceability, we embrace the latest technology, and we are professional food and fibre producers. Through the careful planning of all industry stakeholders, we have become renowned for what we do.

But the saying goes, 'failing to plan is planning to fail' and so Livestock SA and the SA Sheep Advisory Group are collaborating to develop a strategic plan for the sustainable growth of the industry, called *The SA Sheep Industry Blueprint 2015-2020*. Collaboration between all in the sheep and wool value chain will achieve more than each business or sector battling along on its own.

WHY HAVE A BLUEPRINT?



The blueprint is a combination of a five-year strategic plan for the industry and detailed, collaborative action plans or tasks to deliver the goals of productivity and growth.

The industry needs a plan to grow, to leverage sheep levies collected by collaborating with other stakeholders and investors and to gain the necessary share of South Australia's workforce.

As professional food and fibre producers, processors and retailers if we are going to increase production, it is essential that it can be accommodated along every step of the supply chain, and that there is not oversupply.

5 Key Targets

The blueprint's overarching aim is to

'increase productivity and value by 20% by 2020'

This is through five key objectives:

- 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.

Getting started

Livestock SA and SASAG coordinated a scoping workshop in February 2015. More than 50 industry stakeholders and decision-makers from the whole sheep and wool supply chain met to identify key areas for the industry's growth and development.

The group identified a raft of opportunities and issues in the following areas:



WHAT'S NEXT?

The initial direction and objectives from the scoping workshop have been taken on by a whole-of-industry working group, operating under the auspices of Livestock SA.

It is chaired by Moorlands stud and commercial producer Allan Piggott and includes 15 industry stakeholder members. The group will appoint a Manager to develop and implement the blueprint.

“The blueprint is much more than a strategic plan – it will harness the energy and resources of individual businesses and organisations in an efficient and collaborative way to grow productivity and value by 20% by 2020. We need to have a coordinated effort from all participants in the value chain to ensure success.”



Allan Piggott
Workshop Group Chairman
SA Sheep Industry Blueprint

MORE INFORMATION

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