

# SUPPORT FOR SOUTH AUSTRALIAN FOOD PRODUCERS

**A STRONG PLAN  
FOR REAL CHANGE.**



## **We're ready.**

Over the last four years, we've been working hard developing our vision for the future of South Australia.

Not just policies, but a series of achievable milestones that have been crafted for the long-term benefit of our state.

*Our focus will be*

**MORE JOBS.  
LOWER COSTS.  
BETTER SERVICES.**

We've got a strong plan for real change.

A handwritten signature in white ink, appearing to read 'Shahid', is positioned in the lower right quadrant of the page. The signature is fluid and cursive, set against the teal background.



## WHAT WE'LL DO

If elected in March 2018, a Marshall Liberal Government will ensure Food SA has the financial support needed to maintain its core activities supporting industry and jobs growth.

Food SA bases its activities on three 'pillars':

- Growing markets
- Growing the capabilities of individual businesses
- Linking the industry with expert support and customers

In September 2017, Food SA released South Australian Food and Beverage: A Framework for Growth Through Innovation. This was the product of an extensive research project.

The Framework proposed three initiatives for government financial support:

- Continuing core program activities to grow markets, capability and connections, including developing business growth programs for individual food and beverage businesses;

- Continuing the South Australian Food Industry Awards Program; and
- Creation of a Liaison Officer position employed by and based within Food SA to work directly with businesses, supporting effective direction and access to government programs.

A Marshall Liberal Government will provide Food SA with \$1 m per annum to support these important initiatives for continuing growth of our food and beverage industry.

## **WHY WE'RE DOING IT**

Food SA is an independent, industry-led and membership based organisation representing small, medium and large companies across South Australia's food and beverage sector.

It represents producers, manufacturers, processors and service providers who are actively and successfully value-adding to their products.

In 2016/17 the industry generated almost \$20 billion in revenue.

Our food and wine exports contribute almost half of South Australia's total merchandise exports.

Export activity by our food and beverage manufacturers is focused on Singapore and China followed by Hong Kong, New Zealand, Malaysia, Japan, Taiwan, South Korea, India and Indonesia.



**STEVEN MARSHALL MP**

State Liberal Leader

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