

Opportunities for Value Adding



for the Australian Oilseeds Industry

Outline

- Provide a context for talks in the next two sessions
- The value adding platform
- Contribution of new industries
- The critical factors for success
- Industry working together



Growth platform for oilseeds

Adding value through new products

▪ Mono sun

Edible soybeans

Mustard

▪ HOLL canola

Adding value through new applications

▪ Resins

▪ Biodiesel

Adding value through utilising by-products

▪ Meal

▪ Pectins



Contribution to the conventional oilseed industry

- Opportunity to grow the industry in terms of its share of the cropping area e.g. mustard
- Higher value markets e.g. highly polyunsaturated oils, healthy frying oils, omega 3 oils
- Replace imports e.g. HOLL, mono sun
- Diversifies the production base e.g. mustard



Contribution to the conventional oilseed industry

- Access to new and sustainable market for oilseed crops not be reliant on global demand for vegetable oils e.g. bio-diesel, resins
- Export opportunities e.g. HOLL
- Flow on impacts economic activity, jobs, etc



Critical Success Factors

- **Market focus (demand)**
- **Products (supply)**
- **The three C's**
 - **Champion**
 - **Communication)**
 - **Commitment/trust**



Similar requirements along the chain



Product suitability

Consistency

Market signals

Product Integrity



Working together

- The Australian oilseed industry has exciting opportunities for growth
- Many ways of adding value
- Need to learn from past experiences
- Need to work together to ensure satisfied consumers and satisfied producers in order to create successful new industries

