

**Creating value through diversity,
innovation and excellence**

The Australian Oilseeds Industry

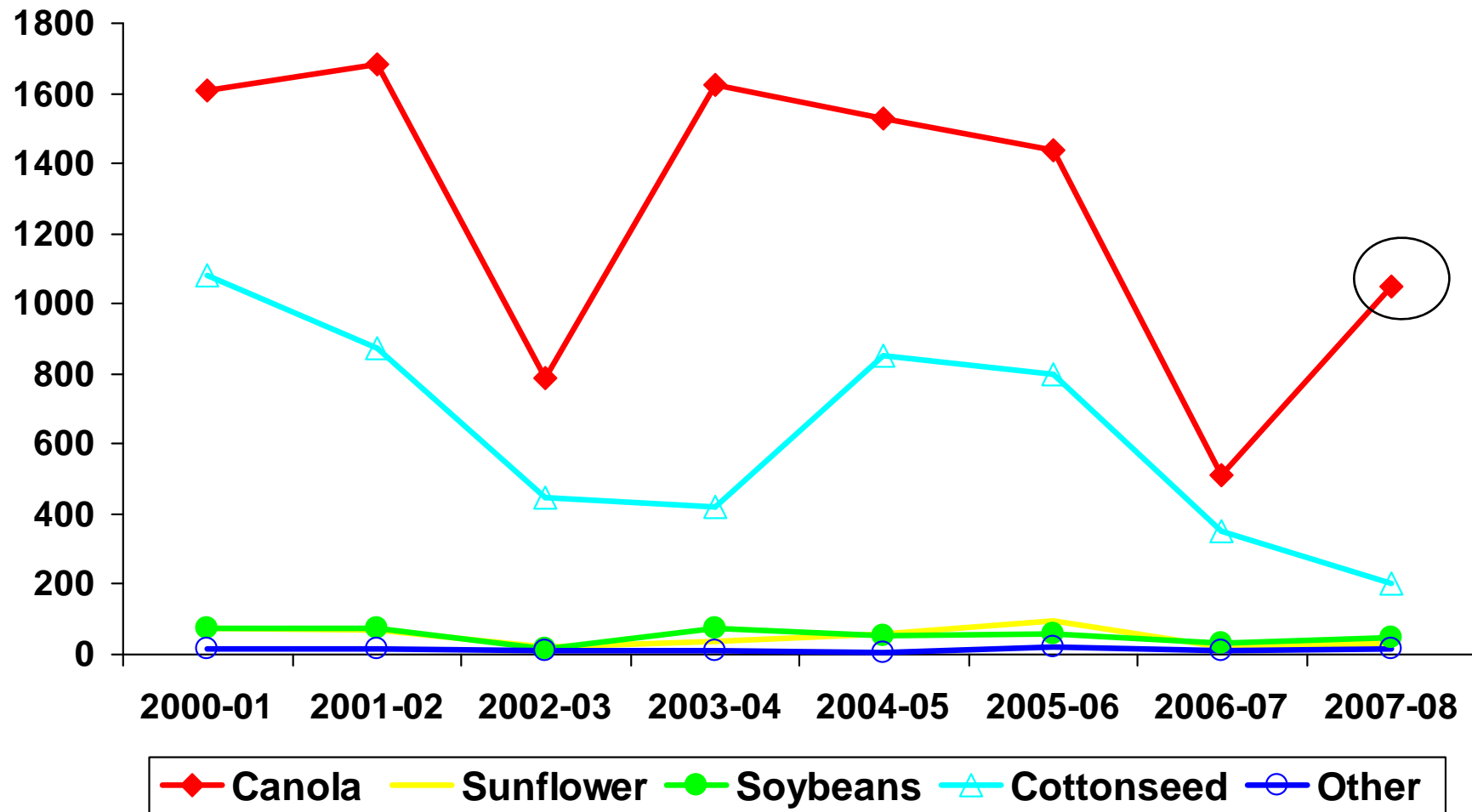


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Outlook for Australian Oilseeds: Current Situation

- Declining Production due to drought
- Increased volatility with changing world price relationships
- Increased market risk for farmers, processors and end users.
- Continued capacity expansion in face of falt to even declining demand in some sectors.
- Increased imports of oil and meal supported by strong A\$.
- Biofuel gyrations and uncertainty.

Australian Oilseed Production: 2000-Present



Opportunities

- Enable Market Choice and broad access to technology for the Industry
- Development of specialty oilseeds to satisfy growing health and well being markets.
- Continue to focus efforts on sustainability and import replacement.
- Sustainability of a biofuels industry.

The industry plan

Grow value from 2.5 billion to 3.3 billion by 2015

Replace hard fats with value enhanced soft oils

Replace imported meals and improve value relativity of local meals

Increased market share through quality enhanced products

Access new food markets – edible beans
Meet domestic demand for minor oils

New oils for health and functionality
Functional foods, nutraceuticals and pharmaceuticals
Industrial oils



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Australian Oilseeds Federation

- **Established over 30 years ago**
- **Represents the whole oilseed industry**
- **Focus is on industry development and supporting growth**
- **Key functions include:**
 - **Trading standards and market access**
 - **Promoting use of oils and fats**
 - **Representing industry**
 - **Investing in industry projects**
- **Facilitates and manages the industry strategy**



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