



Mission Area: Food Security & Quality

We have been working with collaborators from across industry, research and government to co-design this mission. This summary reflects the mission in development and will continue to evolve.

Boosting export earnings of Australian grown food

The aim is to grow Australian agrifood exports by \$10b by 2030 to support our farmers and boost our economy. The mission would aim to achieve this through tools and technologies that verify our quality, safety and 'clean and green' credentials.

Opportunity

The world trusts and loves Australian-grown food. Building on that trust in the safety, quality and provenance of our agrifood exports could enable Australian agriculture to access high value markets for our produce, and grow export premiums by \$10b by 2030, helping to meet industry growth aspirations.

Proposed Impact

- A globally competitive export sector, based on trusted 'Brand Australia'.
- Flexibility and diversity in export markets.
- Greater premiums for Australia's quality and trusted food.
- Increased employment and opportunities in Australian agritech.

Collaborators

Our foundational collaborators are:

- Horticulture Innovation
- Meat & Livestock Australia
- Department of Agriculture, Water and the Environment.

Proposed Mission focus

Improved tools and technologies that will enable Australian-grown food to be traced and verified for its origins and authenticity, and which automate compliance to meet the requirements of diverse markets. This will provide the flexibility to export to more places, expanding the market and creating new opportunities, new jobs and an increased economic return to the nation

For further information contact Mission Lead

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