

North Queensland Agricultural Supply Chain Study (NQASS)

Project Overview

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Background:

- Townsville Enterprise Limited (TEL) and the North Queensland Regional Organisation of Councils (NQROC) have engaged consultants to undertake the North Queensland Agricultural Market Supply Chain Study (herein referred to as the study or NQASS). The study is specifically being undertaken to identify and investigate new and innovative products and markets which will deliver a sustainable future for the North Queensland economy.
- TEL recognises the enormous opportunity the region has for supplying the growing food and fibre demands of overseas nations given its proximity to high demand markets. This includes examining agricultural enterprises that are outside of the typically relied upon sugarcane, beef farming and horticulture (minimal products only) industries.

Purpose:

- The purpose of the NQASS study is to deliver a report that will emphasise the need for timely action and investment in the region's agriculture, production, infrastructure and export sectors to meet existing and future international market demands. Specifically this includes the identification and assessment of a variety of not currently produced, high demand and high yielding products and their value in the market. It will also examine how their supply chains will need to be developed to get them to market.
- Having a clear market plan will allow TEL and NQROC to pursue supportive and purposeful policy, overcome market access barriers, align with federal needs to be significantly forward thinking and garner multi-industry support to ensure that the region continues to develop and thrive.
- The report will ultimately emphasise how agricultural development and Australia's clean, green food producer status can be a catalyst for generating future growth in the region and maximising return on investment.

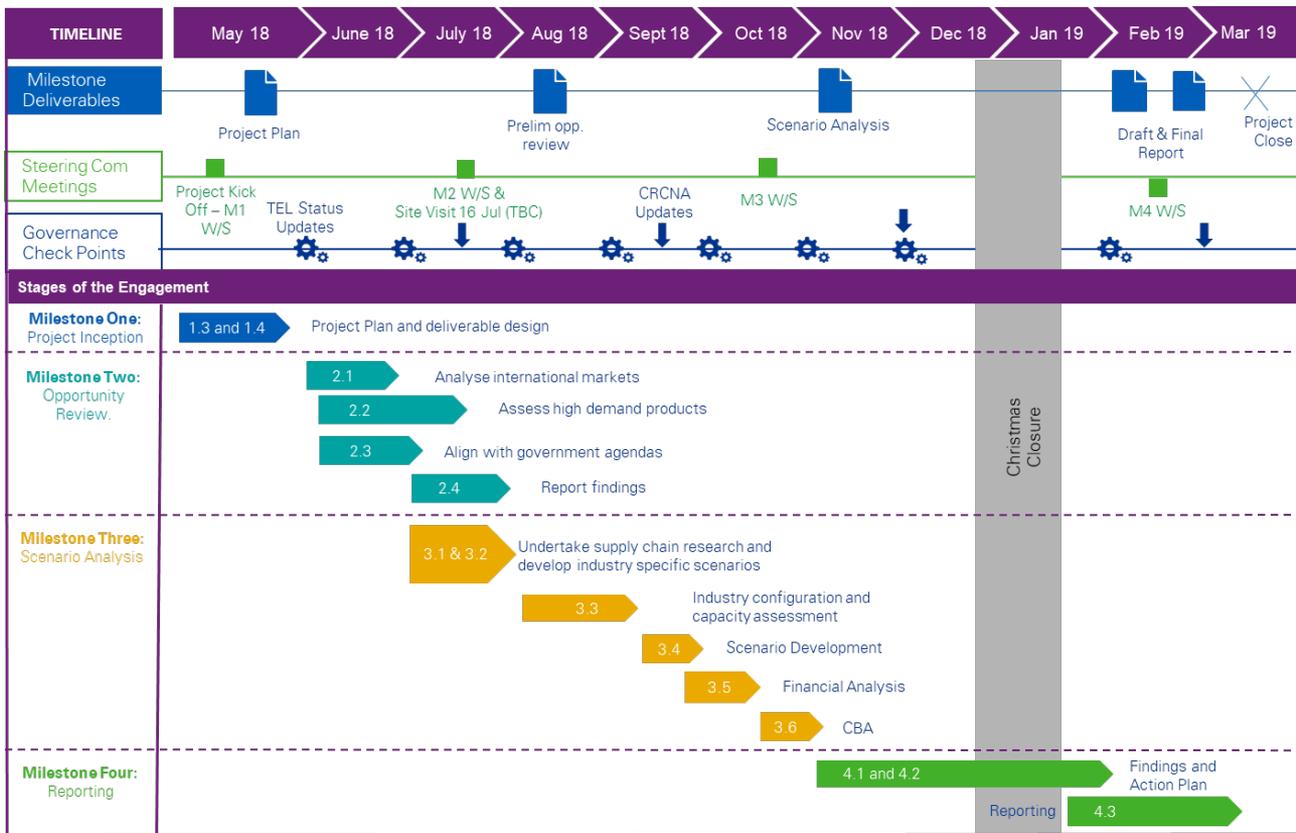
Scope:

- To undertake a market centric review to identify the agricultural products with the greatest potential to generate economic returns;
- To assess the current capacity of the North Queensland agriculture sector to develop a plan to optimise the region's capacity to supply to international markets;
- To complete a detailed analysis that identifies opportunities to enhance efficiencies across North Queensland agricultural supply chain; and
- To align with the specific Northern Australia CRC (CRCNA) focus areas, research priorities and investment themes.

Project Activities



Project Schedule



* This is an indicative project schedule, timing of activity completion may change