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Agribusiness moving forward as ONE voice!

Until Australian Agribusiness pull together AND MARKET ITSELF under one **PREMIUM CLEAN GREEN FOOD BRAND**, and chase the high end markets of the world, our prospects for sustainable long term future are limited – in the shorter term the third world countries (like Brazil) will be taking us out of our key markets on cost of production basis. We cannot continue to compete on bulk commodity production with the rest of the world.

Agribusiness Australia is doomed unless we get smarter as a whole and market our product as the best **PREMIUM CLEAN GREEN FOOD BRAND** in the world to the high end markets.

Agri -Leadership

We need strong leadership (currently lacking) that can not only repel the pointless destructive arguments of the green and liberationist movements, but completely turn community perception around in believing and trusting that our agribusinesses are the in the majority the best conservationist and animal lovers available – without this care and attention, their enterprise do not and cannot sustain viable growing enterprise. Our Agri-leaders must fight fire with fire, with marketing campaigns that infiltrate homes of urban Australia and let them know that Agribusiness will maintain our high standards of food consumption expectations, if the Australian public support them, rather than purchase inferior quality, imported foods that are not produced under the same rigorous guidelines and legislative standards.

We could have sporting icons and well known artist of our time on prime URBAN television confirming how great our Aussie agribusinesses are at producing **PREMIUM CLEAN GREEN FOOD BRAND**.

Agribusiness Price Takers / Price Makers

We produce the highest quality food and fibre on the globe, yet our price advantage at farm gate is eroded by market forces beyond the producers control. The agents beyond the gate get rich (Fee generation), whilst the agribusiness operators are forced to accept on the day price risk for 3,6, 12, 18 month's work to produce **PREMIUM CLEAN GREEN FOOD**.

If we, as the Australian public want to continue to enjoy consuming the **PREMIUM CLEAN GREEN FOOD** we produce, we need to ensure cost recovery plus margin is reaching inside the farm gate. On the flip side our agribusinesses must get smarter in pricing their product. Take control of food delivery direct to market.

Agribusiness Ownership & Asset Transfer

We have a potential 'Age Cliff', where there will not be enough able bodied agribusiness professional primary producers to carry on the work of producing the high quality food and fibre across the country. How do we transition into the next generation. Case in point;

Miss and Mr X

Young family mid thirties.

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Own 250 very good dairy cows, seeking to purchase their first operating dairy farm. They have \$200,000 in cash to put towards a farm purchase of \$1.2M. Historical debt service capacity is proven from historical financial and production records.

Farm purchase Price	1,200,000	Market Rate
Plus cost @ 5%	60,000	
Total out lay	1,260,000	
Traditional Finance		
Some Banks will lend up to 70% of the asset value	$1,200,000 \times 70\%$	840,000
Young family require deposit	$1,200,000 - 840,000 =$	$360,000 + 60,000 = 420,000$ required
Deposit held	200,000	
Deficit to meet traditional finance requirements + cost	$140,000 + 60,000 = 200,000$ required.	
Possible Solution	GOVERNMENT GUARANTEE – FROM Gov to the bank lending institution to the total of \$200,000.	<p>No physical outlay of cash from the government, the young family must meet “ability / eligibility” criteria to take up the offer.</p> <p>The lending institution is fully secured and the family achieve their goal of acquiring their first dairy asset.</p> <p>The young family pay down bank debt annually, making room in their overall equity position to reduce the reliance on the Government Guarantee over time..</p>

Gippsland / Australia - A Food Bowl for the world Asia!

If one really considers doubling our food production by 2030, do we need to ask ourselves. Is this who we really want to be? There appears to be more and more restrictions and red tape to the development and fostering of industry expansion across the board. Nice to have a vision, better if it is realistic and achievable. Are we suggesting the agribusinesses will double their profitability?

Reality is, we are becoming more and more uncompetitive on the world stage, the third world countries are developing at a fast rate, that will soon see them over take us as a viable import / export destination.