



**Rabobank**

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## ***Tasmanian agriculture ‘in good place’ to benefit from growing global food demand – visiting analyst***

Tasmanian agriculture is in a “good place” and well positioned to reap the rewards of the world’s rapidly-increasing demand for quality, sustainable agricultural produce, a visiting agricultural analyst has told the local agricultural sector.

Speaking at the recent inaugural Tasmanian Pasture Seed Production Conference in Launceston, Rabobank senior analyst Graydon Chong said, with the world’s population projected to increase by another two billion people to nine billion by 2050, food production would have to increase by 60 per cent in order to meet demand, particularly with a fast-increasing ‘middle class’ in Asia.

“While Australia and Tasmania realistically are not going to be in a position to significantly fulfil this overall demand, what we can be doing is to provide sought-after, premium produce to premium markets,” he said.

In his address, ‘Australia’s agricultural future planning for growth’, Mr Chong said there were a number of opportunities for Tasmania to take advantage of growing global food and agricultural demand.

“The potential comes from leveraging Tasmania’s true competitive advantages including proximity to key export markets, high quality production systems, strong reputation and sustainable systems,” he said.

Mr Chong noted Tasmanian agriculture was going through a considerable structural change with increased investment into irrigation.

“The current expansion of irrigation throughout the state is expected to double agricultural production every 10 years,” he said.

“Clearly the dairy sector is a key growth sector. But there is so much more potential. There is potential for Tasmania to produce horticulture, viticulture and specialty crops.”



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