

Leon Bignell MP

Minister for Agriculture, Food and Fisheries

Wednesday, September 14, 2016

Huge economic opportunity for SA as demand increases for non-GM foods

Demand for non-genetically modified foods is expected to double by 2019, providing a huge economic boost for South Australia, a new study has found.

South Australia is the only mainland state in Australia where the commercial cultivation of GM food crops is prohibited.

The report, called *Identification and Assessment of Added-Value Export Market Opportunities for Non-GM Labelled Food Products from South Australia* – was released today by the State Government.

The report found the non-GM market value is growing more rapidly than the value of the global food market and there are significant economic opportunities for South Australia to boost exports and capitalise on market demand.

South Australia's food and wine industry is worth more than \$18.2 billion and accounts for 46 per cent of our total merchandise exports.

Quotes attributable to the Minister Agriculture, Food and Fisheries Leon Bignell

South Australia - the only mainland State where it's illegal to grow genetically modified food crops - is renowned as a producer of premium food and wine from our clean environment. Our reputation is so important, it is one of the State's economic priorities.

Our non-GM status means we have a competitive edge in both domestic and export markets and this is a message we have promoted on various international trade missions - particularly in China, the United States and Japan.

The United States, China and Japan were noted in the findings to have strong demand for naturally healthy products, which includes non-GM foods.

The non-GM market value is growing more rapidly than the global food market value – with a value of \$678 billion in 2014, which is expected to reach more than \$1,234 billion by 2018.

Our non-GM status is a significant selling point for South Australia's food and wine on international markets, and we want to ensure we continue to capitalise on this growth.

It means our food producers and food manufacturers can go into markets with a very clear non-GM message which will help them demand a premium price.

Media Contact: Simonne Reid

We have producers in SA who are doing an excellent job in the international marketplace because they proudly boast that it comes from GM-free South Australia.

Quotes attributable to Sam Densley, QualityWise Oats

All our products are non-GM – that’s what our customers want and we’ve recognised as a business we need to leverage this demand to support future sales.

Consumers are looking for transparency in what they’re buying and growing in a non-GM state gives our customers a surety that absolutely no genetically modified crops are used in any of our products, and that’s been a real boost for how we market our product.

We’re already exporting to Malaysia and we’re about to start up in China, and we want to give the consumer confidence in the quality of our product, including the variety of oats we’re using, which means we can achieve a premium price.

Quotes attributable to Prof Wendy Umberger, Executive Director Centre for Global Food and Resources, The University of Adelaide

The research we conducted into four export markets showed increasing demand for 'naturally healthy' foods with non-GMO ingredients.

There is a significant segment of global consumers who care about where their food comes from, how it is grown and the quality of its ingredients.

Quotes attributable to Shigemi Hirata, Chief Executive Officer, Hirata Industries

There is strong demand in Japan to buy from suppliers and businesses which grow and source non-GM products.

Consumers in Japan are prepared to pay for natural products which they are certain have been produced in a clean and sustainable environment. For that reason we made the shift to purchase almost all our canola from South Australia.

The research report can be accessed at www.pir.sa.gov.au/non-GM