



irc 2023 SYDNEY

16th INTERNATIONAL RAPESEED CONGRESS

GLOBAL CROP - GOLDEN OPPORTUNITIES



Launch of the Australian Canola Vision

Rosemary Richards

President, AOF

VISION 2035

Australian Canola

nature's finest



VISION 2035

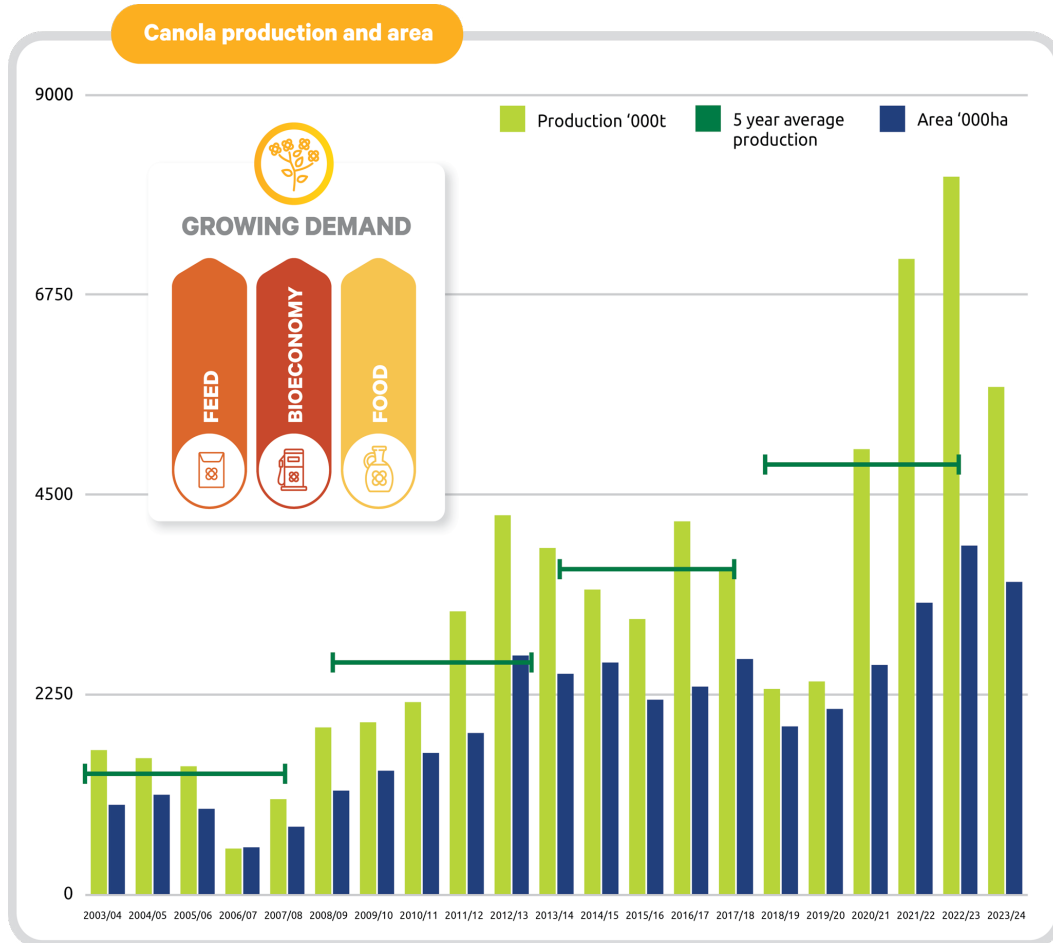
Australian canola industry's shared vision for the future

OUTCOMES:

- A larger and more diversified industry
- Supplier of sustainable premium products
- Vibrant and resilient industry delivering value for all
- A profitable, connected and adaptable value chain
- An industry recognised for innovation



The Australian Canola Industry Well-positioned for growth by 2035



Vision 2035



DOING THE BASICS BETTER



DRIVING FUTURE GROWTH

Pillars for Success

1.

Market diversification

Australian canola industry meets current customer requirements and changing market demands for oil, protein and fuel.

2.

Sustainability

The Australian oilseed industry is globally recognised as environmentally, socially and economically sustainable.

3.

Productivity and Performance

Canola continues to deliver value to farming businesses and farming systems, by meeting current and future customer needs for oil and protein, while remaining a preferred crop for growers with enhanced sustainability credentials.

4.

Value chain

Continued investment in value adding and technologies to support industry growth.

5.

Innovation

Innovation culture across the value chain with access to all new innovation tools that deliver value for the industry.

6.

Influence

AOF provides effective leadership and communication to facilitate Industry collaboration within the canola sector and broader grains industry organisations to drive and support Vision 2035.

Supported by enabling activities such as capacity, people, data and partnerships.



nature's finest



www.australianoilseeds.com

SEPTEMBER 2023

Download the vision

