



Submission Brief - Primary Industries Prosper 2050 June 2025

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Prepared for

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This submission is provided to:

Department of Primary Industries

Submitted via DPI Engagement Hub

Our members

- Queensland Fruit & Vegetable Growers
- Cotton Australia
- Canegrowers
- Greenlife Industry QLD
- eastAUSmilk
- Australian Cane Farmers Association
- Queensland United Egg Producers
- Turf Queensland
- Pork Queensland
- Australian Chicken Meat Federation
- Bundaberg Regional Irrigators Group
- Burdekin River Irrigation Area
- Central Downs Irrigators Ltd
- Fairburn Irrigation Network
- Mallawa Irrigation
- Pioneer Valley Water Co-operative Ltd
- Theodore Water Pty Ltd
- Eton Irrigation
- Lockyer Valley Water Users

About the Queensland Farmers' Federation

The Queensland Farmers' Federation (QFF) is the united voice of agriculture in Queensland.

Our members are agricultural peak bodies who collectively represent more than 13,000 farmers who produce food, fibre and foliage across the state.

QFF's peak body members come together to develop policy and lead projects on the key issues that are important to their farmer members and the Queensland agriculture sector.

Together, we form a strong, unified voice leveraging our effectiveness by working together to drive policy and initiatives that support a strong future for Queensland agriculture.

Summary of Submission

The Queensland Farmers' Federation (QFF) welcomes the opportunity to contribute to the development of the *Queensland Primary Industries Prosper 2050 Blueprint*. We recognise the importance of this long-term strategic framework in securing a profitable, resilient, and sustainable future for Queensland agricultural sector.

This submission has been developed in collaboration between QFF, Canegrowers, Queensland Fruit and Vegetable Growers and Cotton Australia. It is intended to provide constructive, evidence-based recommendations drawn from the collective insight of our respective organisations. It reflects our commitment to ensuring that this Blueprint delivers not only ambitions, but also the enabling conditions, policy, investment, and accountability needed for Queensland agriculture to lead globally in profitability, sustainability, and resilience over the next 25 years.

A summary of our collective key feedback and recommendations is as follows:

1. Core agricultural enablers must be central, not peripheral

The Blueprint must embed the following critical enablers as core, system-wide priorities that underpin every dimension of agricultural transformation. The following priorities must be called out explicitly in the Blueprint and be key focus areas in the development of deliverables:

- Water access and infrastructure must be addressed through a coordinated strategy that supports reliability, affordability, and investment aligned with agricultural demand.
- Biosecurity must be elevated as a standalone priority. Without sustained and coordinated investment, Queensland's risk exposure will continue to grow, threatening industry and community resilience.
- Workforce capacity is under pressure. Targeted, place-based strategies are needed to build a skilled, regionally based workforce, particularly in areas such as AgTech, energy and water efficiency, digital systems, and climate-smart production.
- Digital and AgTech must be supported by stronger system enablers: connectivity, advisory services, co-design, and data governance. Increased adoption relies on scalable, cost-effective tools that meet producers' real needs, not just availability.

- Energy reform is overdue. Practical measures such as tariff restructuring, microgrid development, and support for on-farm efficiency and storage are needed to reduce input costs and improve productivity.
- Climate adaptation and disaster resilience must be embedded across the Blueprint. Climate volatility has already eroded farm profits. Risk management, insurance tools, and integrated recovery programs are needed to build long-term viability.
- Land-use planning must secure agriculture's rightful place in future development, not as a competing interest, but as a strategic asset, through clear protections and integrated land-use planning.
- Roads and critical transport infrastructure are critical to enabling growth into the future. A long-term key infrastructure strategy underpinned by a long-term investment commitment must form a significant part of this Blueprint.

2. Redefining success through an agricultural lens

Success indicators must speak to on-farm realities and reflect the sector's real-world drivers of prosperity. QFF recommends a shift away from generic economic or sentiment-based measures toward indicators that reflect performance and progress in key areas:

- Growth in net farm income and profitability, not just gross production.
- Coexistence success indicators reflecting proper protections for valuable agricultural land, support for farmers to make informed decisions and a viable long term future for farming.
- Improvements in input efficiency, particularly water and energy.
- Measurable gains in resilience, including supply chain continuity, disaster recovery, and biosecurity capacity.
- Increased participation in agriculture from young and early-career farmers, supported by succession and workforce development.
- Greater digital access and uptake of climate-smart and productivity-enhancing technologies.
- A fit-for-purpose regulatory framework and increased adoption of innovation.
- Recognition and respect of agriculture's role in food security, environmental stewardship, and regional prosperity.
- Enhanced capacity and expansion of our road and key transport networks.

Key success measures must be mapped against timeframes contained within the action plans and progress, or lack thereof, reported accordingly. Indeed, a key success measure will in fact be whether the action plans are delivered as per set timeframes, or not.

3. Timeframes must be more defined, more dynamic, locally grounded but with a direct link to state wide sector targets

To maintain momentum and support adaptive management, QFF recommends the development of complementary one- and three-year action plans, as well as a five-year plan. These plans must be:

- Fit-for-purpose, with clearly defined roles and responsibilities.
- Guided by annual operation plans to ensure measurable progress and accountability.
- Co-designed with regional stakeholders and industry groups.
- Aligned with local priorities and infrastructure.
- Underpinned by accountability mechanisms tied to regional outcomes and capacity building.
- Mapped against clear timelines and contained within a usable matrix that shows a clear connection between regional actions and the achievement of state wide sector targets.

4. The Blueprint must be appropriately resourced

Ambition without strategic investment will not deliver outcomes. The Blueprint's success requires:

- Dedicated state and federal funding to deliver infrastructure, workforce programs, and innovation support.
- Improved cross-agency and cross-portfolio coordination to reduce regulatory fragmentation and improve implementation efficiency.
- Delivery infrastructure to support local leadership and enable regional responsiveness.

5. A regional and whole-of-agriculture approach is critical, whilst ensuring individual commodity challenges and opportunities are supported.

The Blueprint must embrace the diversity of Queensland agriculture. It must support both sector-wide outcomes and tailored progress across commodities and regions. A one-size-fits-all approach will fail to meet the differentiated needs of irrigators, intensive industries, and dryland producers alike. A balanced approach must:

- Support both whole-of-sector and regionally tailored initiatives that will deliver on state wide sector targets.
- Address commodity-specific requirements, such as resource (water and energy) intensity, processing access, and seasonality.
- Be informed by regional contexts, including climate, infrastructure, and community needs.
- Embed transformation enablers such as water, energy, digital systems, trade access, workforce, and climate readiness.

6. Do not lose momentum from recent planning work

Considerable time, resources, and collaboration have gone into developing recent plans across sectors. The Blueprint must build on rather than duplicate or ignore these efforts not only to avoid losing the good work that has already been done, but also to ensure industry trust is not compromised through significant contributions given in good faith to plans, that then are not utilised. This includes:

- Regional drought resilience plans.
- Both general and agriculture-specific workforce plans (e.g., the *Queensland Agricultural Industry Workforce Plan 2022-2027*).
- Strategic industry roadmaps, including:
 - *Intensive Animal Industries Roadmap 2025-2035*
 - *Future Fields*
 - *Sugar Plus*
 - *Cotton Australia Strategic Plan 2023-2028*
 - *Queensland Dairy Plan, and others.*

Conclusion

QFF, Canegrowers, QFVG and Cotton Australia support the intent of the *Queensland Primary Industries Prosper 2050 Blueprint* and acknowledges its potential to drive transformational outcomes for Queensland's agricultural sector. However, realising this potential will rely entirely on the strength and depth of partnerships between government and industry throughout the Blueprint's development, implementation, and evolution.

To ensure the Blueprint delivers real and lasting value, the Queensland Government must consider and address the key recommendations outlined in this submission, ensuring the strategy is not only visionary but also grounded, achievable, and responsive to the practical needs of Queensland's primary industries.

Yours sincerely

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