



Australian FUTURE GRAIN LEADERS Program

An initiative of GGA



Asia Bound

Daniel Cooper



Introduction



T.H. Cooper & Co
-Family partnership
-Cropping 3000ha
-Mixed farming operation

Background

What is this project about?

Identifying grain market opportunities in Asia

Why this project?

- Deregulation of the Wheat Market
- Vertical integration of the family business
- “Paddock to Plate’ model
- Emerging market opportunities in Asia
- Knowledge sharing



Project Aims & Objectives

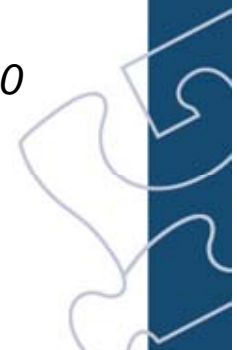


My project aims for Asia bound were:

- Develop an understanding of market opportunities e.g. Grades, Protein requirements
- Identify emerging trends in the market place
- Identify and engage a trade facilitator (contracts)
- Build relationships with potential buyers
- Build relationships with other suppliers (farmers)

Overall Outcome

To execute contract of sale with a buyer for the 09/10 harvest



Progress to date

- Support through DAFF
- Research & information gathering: Austrade, AgFARM, GGA, Ausight
- Market Scoping – traceability, varietals

Containerised Wheat Exports from Australia: Non durum

Rank	Country	05/06 tonne	07/08 tonne	% increase
1	Malaysia	235,870	437,578	85.52%
2	Vietnam	107,389	378,496	252.45%
3	Indonesia	104,344	332,091	218.27%
4	Thailand	86,827	202,202	132.88%
5	Taiwan	50,091	153,429	206.30%

Source: ABS courtesy of Austrade

Progress to date

- Customer visits in September: Taiwan, Japan, China & Singapore
- Grower networks – spoken to and gained support from 5 local growers for 09/10 harvest
- Establishment of Australian Grain Direct and supply chain logistics



Challenges & Lessons Learnt

Challenges faced thus far i.e. its hard to do it on your own, need economies of scale in terms of resources, and production risk, particularly when starting out.

More comprehensive understanding of the risks:

- Currency
- Production of grain (the season has started well)
- Logistics
- Other factors such as time constraints (contract negotiations)
- Learnt the importance of building strong network and business relationships (you can't always do it on your own)





CONTACT DETAILS

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