



Food Leaders Australia (FLA), an arm of the Toowoomba and Surat Basin Enterprise (TSBE), is dedicated to advancing the agribusiness sector through innovation, market development, and sustainability. Our mission is to enable agribusinesses to thrive in an increasingly complex global market by providing industry leadership, fostering future skills, and expanding into new and emerging industries. FLA is recognised for its commitment to sustainability and ethical business practices, with an emphasis on resource efficiency, climate resilience, and supporting Australian producers.







### Core Competencies

FLA stands out through its focus on key pillars that ensure industry competitiveness:

- Trade, Market & Investment: Our team advocates for policies that improve market access, reduce trade barriers, and strengthen global competitiveness, ensuring that Australian food and agricultural products remain well-positioned in both traditional and new markets.
- AgriEmerging Markets Program: FLA leads the way in securing Australian agribusiness opportunities in emerging global markets by streamlining market entry, reducing regulatory barriers, and promoting Australia's premium, sustainable food products.
- New and Emerging Industries: We support the growth of sectors such as alternative proteins and vertical farming, ensuring agribusinesses adapt and diversify. By creating regulatory environments that encourage entrepreneurship and innovation, we help position our clients at the forefront of industry advancements.
- Innovation & Future Skills: We drive investment in research and development, foster collaboration between industry and academia, and advocate for government-supported training programs to meet the evolving needs of the agribusiness workforce.







### Trade, Market & Investment

- Advocating for trade policies that prioritise market access and reduce trade barriers for Australian food and agricultural products in key export markets.
- Engaging in dialogue with government officials to address non-tariff barriers and regulatory issues that hinder market entry and export growth.
- Promoting initiatives to diversify export markets and reduce reliance on any single market, mitigating risks associated with geopolitical instability or trade disputes.
- Supporting initiatives that enhance Australia's competitiveness in global markets, such as infrastructure investment, supply chain optimisation, and branding/marketing efforts.
- Collaborating with industry associations and trade bodies to advocate for fair and transparent trade practices and dispute resolution mechanisms.





# Agritmerging Markets Program

- Advocating for increased government funding and support for market research and entry strategies in emerging markets for Australian food and agricultural products.
- Collaborating with relevant government agencies to streamline regulatory processes and reduce barriers to entry in emerging markets.
- Encouraging partnerships and knowledge-sharing initiatives between Australian businesses and local stakeholders in emerging markets.
- Lobbying for diplomatic efforts to strengthen trade relationships and negotiate favourable trade agreements with key emerging market countries.
- Promoting Australian food and agricultural products' quality, safety, and sustainability credentials to differentiate them in emerging markets.







# New & Emerging Industries

- Advocating for targeted investment incentives and grants to support the development and commercialisation of new and emerging industries within the food and agribusiness sector, such as alternative proteins, vertical farming, and functional foods.
- Engaging with policymakers to create a regulatory environment that fosters innovation and entrepreneurship in new and emerging industries.
- Supporting research and development initiatives focused on sustainability, climate resilience, and resource efficiency in emerging sectors.
- Promoting collaboration between traditional agricultural businesses and startups to leverage expertise and accelerate growth in new and emerging industries.
- Highlighting the economic and environmental benefits of diversifying Australia's food and agribusiness landscape through the development of new industries.





## Innovation & Future Skills

- Promoting investment in research and development to foster innovation in food and agribusiness sectors.
- Advocating for government support for training programs focused on emerging technologies such as precision agriculture, biotechnology, and automation.
- Encouraging collaboration between industry, academia, and government to ensure that future skills needs are met effectively.
- Lobbying for policies that incentivise entrepreneurship and support the growth of startups in the food and agribusiness space.
- Emphasising the importance of digital literacy and technological proficiency for workers in the sector.







## Products & Services

FLA provides a comprehensive suite of services aimed at driving growth in the agribusiness sector, including:

- Facilitating research and development to promote cutting-edge innovations in agriculture.
- Offering support for market entry strategies and regulatory streamlining to ease access to emerging markets.
- Assisting businesses in diversifying into new and emerging industries, such as alternative proteins, through targeted investment initiatives and collaboration opportunities.
- Advocating for trade policies and infrastructure improvements that enhance Australia's global market presence.
- Each service is designed to help our clients navigate challenges and capitalise on opportunities in a fast-evolving agricultural landscape, ensuring sustainable and profitable outcomes.

















### Past Performance

FLA has a proven track record of delivering impactful outcomes for its clients, including:

- Aussie Beef Mates Program: A successful international promotion of Australian beef, enhancing brand visibility.
- **Trade Delegations:** FLA has organised missions to key markets such as the USA, South Korea, and India, facilitating market access and business expansion.
- Emerging Exporters Program: This initiative supports businesses entering global markets through tailored advice and market insights.
- **AgriFood Innovation Forum:** Showcases technological advancements and promotes collaboration within the agribusiness sector.
- **Protein Conference:** FLA's flagship event, focusing on the future of protein production, showcasing innovation in meat, plant-based, and alternative proteins.
- Darling Downs Beef Battle: A prestigious competition promoting regional beef brands, including Stockyard and Stanbroke, with an emphasis on sustainability.
- The Chef's Table: A culinary showcase connecting local producers with top chefs, boosting the profile of Australian produce.
- Advocacy through Queensland Farmers' Federation: FLA collaborates with QFF to advocate for the agribusiness sector, addressing key issues like trade, biosecurity, and sustainability.







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