



AgriEmerging Markets Program

Identifying Trends & New Opportunities

Information Package

Delivered by Toowoomba and Surat Basin Enterprise and supported by Shell QGC





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Introduction

In response to growing global demand for trusted, clean and safe food, together with a significant emphasis on a sustainable supply chain including farming practices, freight logistics and market destinations the chance has arisen for Western Downs Food and Agribusiness companies to identify trends and new opportunities.

Shell's QGC AgriEmerging Markets Program will give Western Downs agribusinesses the support and tools to further develop business opportunities and understand future markets for global, ethical and environmental demands. This support will be delivered through a series of workshops and services, tailored to emerging markets in the Food and Agribusiness sectors over a 12-month period.

Shell's QGC Business

We are one of Australia's leading gas producers, focused on developing Queensland's world-class onshore gas reserves.

We produce natural gas from the Surat Basin in southern Queensland to supply to the Australian domestic market and for export as LNG via our two-train liquefaction plant on Curtis Island.

We aspire to be welcomed by the communities where we operate and want to leave a lasting impact through our social investment partnerships. The AgriEmerging Markets program is just one of several projects supported by Shell's QGC business to drive regional economic development.

TSBE Food Leaders Australia

Food Leaders Australia (FLA) is an initiative of local economic development organisation, Toowoomba Surat Basin Enterprise (TSBE). TSBE FLA's mission is to increase the capability and capacity of food and agribusiness supply chains to better meet the demands of domestic and global markets. FLA has four pillars of service delivery for their clients:

- Promote domestic and international market awareness of the Western Downs and Surat Basin as a food and agribusiness region
- Increase cross-sector collaboration
- Build a culture of innovation across the food and agribusiness sectors.
- Acting as a central conduit for the delivery of government services.

This is achieved by bringing investment and market opportunities into the agriculture sector, as well as work with existing food producers and processors to capitalise on local and export markets. We provide effective marketing intelligence specific to the food sector while also acting as a facilitator for inbound investment to the region. Utilising the strong commercial and networking partnerships of TSBE, our commitment to linking members with opportunities for economic development through investment attraction is unwavering.



Opportunities for Western Downs Agribusinesses

Queensland's agricultural industry is a major contributor to the state's economy with the gross value of beef production (\$8 billion), horticulture (\$4.75 billion), sugar (\$1.63 billion), cotton (\$1.23 billion), pulses and oilseeds (\$975 million), poultry (\$770 million) and pork (\$511 million) (Based on the Queensland AgTrends data, 2025).

As one of Queensland's richest areas for food production, agriculture in the Western Downs drives the region's economic, cultural and social development. Supporting a diverse range of agricultural production and processing capabilities are exceptionally technical agribusiness service companies.

About the AgriEmerging Markets Program

With guidance and leadership needed more than ever to meet sustainable market demands, Western Downs businesses will learn how these requirements are affecting their supply chains and how to capitalise on the value-add opportunities as well as learn about emerging industries.

The aim of the Shell's QGC AgriEmerging Markets Program is to support the development of up to 10 food and agribusinesses per year, grow their business domestically, explore global market trends and develop products for longer term opportunities.

Some of the emerging food and fibre industries in the Western Downs include organic and specialty crops, aquaculture, native foods, high-tech agriculture, fibre alternatives such as hemp and bamboo, small species feedlots and protected cropping.

The Western Downs is a dynamic and innovative region, and there are many opportunities for agribusiness to expand opportunities and explore new markets and industries.

This support will be delivered through a series of tailored workshops, with an emphasis on emerging opportunities in the supply chain and one-on-one coaching delivered over a 12-month intensive period, followed by a further two years' support through TSBE FLA membership services. This program is for those wanting to make changes in the short term to make the right choices now for the future.

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Program Outline

The 2023 – 2025 Agri Emerging Markets Program is designed to complement the success already achieved in the Emerging Exporters program but with a renewed approach to building business development interests as well as help Western Downs agribusiness understand the needs of Environmental Social Governance (ESG). Guidance and leadership to the region's key agricultural commodities is needed more than ever to meet growing global and domestic NetZero market demands creating an important value add proposition. In response to growing demand for this knowledge in the region, the AgriEmerging Markets Program will deliver:

- Provide guidance to the region's key food and fibre industry to meet future markets and global ethical and environmental demands
- Enable better status for future markets and global ethical demands
- Promote our regional food and fibre as the leaders in responsible and ethical agribusiness
- Fast track our food and agriculture sector to meet 2050 Emissions Reduction Targets and be the region of choice for domestic and export markets
- Make targeted introductions in developing supply chain knowledge
- Work with participants in developing a strategic approach and a better understanding of the process for value-add product
- Explore processing requirements, packaging, product to market alignment, sales channel, marketing approach, transport and logistics, benefits of traceability and consumer trends
- Create access for participants to gain entry to programs that provide education to upskill and build capability
- Provide mentoring that supports an informative decision-making approach to exploring opportunities for their business.

Ongoing Support and Mentoring

TSBE FLA will provide ongoing support and mentoring to participating businesses to pursue opportunities identified through the program.

Businesses in the program will receive a two-year TSBE membership. This will provide access to TSBE's Food Leaders Australia consultancy and regular mentoring sessions.

The **AgriEmerging Markets Program** will give participants the knowledge and guidance to become a competent sustainable business who can manage supply chain risks and sustainable value add opportunities.

AgriEmerging Exporters Program delivered by Anna Geddes

Anna is the Agribusiness Development Manager at TSBE, with over 15 years of experience in policy and sustainability across key regions in Queensland, she contributes a wealth of knowledge to our initiatives. In her recent endeavors, Anna spent the last five years in the superannuation industry, working for one of Australia's largest funds. Her focus was on servicing employers and their members in southern Queensland and northwest New South Wales. Anna's career reflects her passion and commitment to sustainable practices, coupled with a holistic understanding of various sectors. Anna holds a Bachelor of Applied Science with a major in Natural Resource Management.





What you can expect from the program

Successful applicants will have appetite and drive to create an important value-add proposition to meet the growing sustainability requirements of global and domestic customers. They will be adaptable, well organised and committed to meeting the changing supply chain landscape. The first step in this process will be to understand why the sustainability piece has become so important and how it is impacting all businesses across the globe and how your business needs to adapt.

This will include understanding the language, learning new terms and concepts that will underpin future markets requirements.

Information gathering

- Stakeholder Engagement and Community consultation
- Targeted Information sessions
- Expressions of Interest (EOI) selection process
- Engage widely and provide opportunity for up to 10 successful applicants
- Targeted Product and Value Chain Research

Growth opportunity analysis

- Conduct analysis of individual business to ascertain current position, structure, available skills, and capability to develop highlighted value-add products

Product development

Develop and run education program incorporating:

- targeted two to three day intensive workshop program
- workshop covering high level overview of ESG
- Establish peer-to-peer advice

Participating in Shell's QGC AgriEmerging Markets Program will introduce and expose you to the broader supply chain needs and obligations. It will be an interactive program designed for participants to contribute and grow their knowledge with the aim of positioning your business for market growth in preparation for 2030 and beyond.

Go to market strategy

- Develop marketing plan
- Provide ongoing support

Building networks

Some of the best learnings will come from the group networking opportunities. Participants will be introduced to the wider sustainability community including industry experts, peak industry bodies, peer leaders, trusted consultants and key supply chain advisors.

Access to support

Participants will receive information on state and federal government grants and additional support initiatives.

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Your Program, Your Future

This program has been designed to increase your knowledge of value-add opportunities in the supply chain and help you reposition your business on its 2030 pathway. A commitment to ongoing market growth and an aspiration to explore alternative supply chains and market destinations is required to underpin the success you achieve through the program.

The interactive nature of the program will ensure that participants reach business growth milestones along the way including completing your sustainability plan and/or developing a sustainable supply chain matrix.

Commitment to the program may entail:

- participating in workshops with fellow participants for the duration of the program
- participating in events and media opportunities to promote the program and outcomes for the duration of the program (this may require being photographed, filmed, giving quotes and participating in events in SE Queensland and overseas)
- making financial commitments to your business growth and looking at what sustainability means for your business (part of your learning will be participation in a proposed education trip abroad)
- providing updates about your business's progress towards domestic growth and your NetZero readiness.

Selection of Businesses for the Program

Selection will be based on information provided on the Expression of Interest form, during the phone interview and in the application process.

Please carefully consider how you are going to present your business during the application process.

Final selections will be made following a consultation process between TSBE FLA and Shell's QGC Business representatives.

Businesses will be selected to participate in the program using the following selection criteria (see over page) which aims to ascertain your level of commitment.



Selection Criteria

Demonstrate Viability

- Current market presence
- Financial capability
- Production capacity and sustainability
- Good corporate governance
- Agribusiness must be in the Western Downs or nearby surrounds and able to demonstrate that 70% of business resides in the Western Downs

Demonstrate Commitment

- Commitment for the life of the program
- Attend and participate in workshops, education trip and other events or activities undertaken as part of the program
- Involvement in media promotion of the program including photography and videography, providing quotes
- Cover costs of participation in an overseas study tour (TBC)

Demonstrate Willingness

- Collaborate with other producers to participate in supply chain development to meet your sustainable market needs if necessary
- Develop your NetZero strategy and business plans

Demonstrate Vision

- Why is sustainability and NetZero is important to your future business strategy?
- What are your expectations of the program?

You will be asked to provide supporting information and documentation on and about your business to validate your answers.

All information provided will be treated as confidential and will only be used for the purposes relating to this program and will not be shared with any other representatives or organisation without the written permission of an authorised business representative.



How to get involved

The AgriEmerging Markets Program is for those wanting to make changes in the short term to make the right choices now for the future. The program will provide support for a small group of up to 10 capable businesses and take them on the sustainable supply chain journey over a twelve-month period.

Through TSBE FLA membership, as part of the program, on-going support will be provided for the following two years.

We are inviting food and agribusiness companies from the Western Downs and surrounds to submit a formal Expression of Interest. Please follow the key program dates to understand your deadlines.

Program outline

Expressions of interest open

Information sessions Dalby, Chinchilla and Miles

Expressions of interest close

Application assessments and interviews

Approved applicants announced

Program dinner and launch

Educational program workshops

Ongoing support



Expression of Interest Form

Thank you for your interest in participating in the AgriEmerging Markets Program.

Submitting this form does not guarantee a place on the program.

ABOUT YOUR BUSINESS

Name: _____

Position: _____

Trading name: _____

ABN: _____

Email: _____

Mobile: _____

Website: _____

Business Address: _____

Please provide a short description of your business:

How long has your business been operating?

Years _____ Months _____

Number of employees?

Full Time _____ Part Time _____

Provide a brief description of how important you think sustainable supply chain management is to your company's long-term success?

How do you plan to incorporate the knowledge and skills gained from the program into your company's supply chain management practices?

YOUR WILLINGNESS TO PARTICIPATE IN THE PROGRAM

I understand that participation in the program may require:

- Willingness to commit time and resources to participate in a sustainable supply chain education program.
- Participating in workshops with FLA and the other successful program participants for the duration of the program.
- Participating in events or other media opportunities to promote the program and outcomes for the duration of the program.
- Making financial contributions to participate in the proposed overseas education trip.
- Providing information about the progress your business has made towards a sustainability plan.

YOUR EXPECTATIONS FROM THE PROGRAM

Why are you interested in the program and what are your expectations of the program?

What benefits do you expect to gain from participating in a sustainable supply chain education program?

Signed _____

Date _____

Please remove this page and fill out attached form and return to Anna Geddes at anna@tsbe.com.au



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