



# PRIMARY INDUSTRIES **PROSPER** **2050**


A 25-year blueprint for  
Queensland's primary industries

**DELIVERING**  
FOR QUEENSLAND



**Queensland**  
Government





**“Queensland’s primary industries are profitable, productive and sustainable for future generations. United, we will empower our regional communities to be bold and prosperous.”**





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# Message from the Queensland Government



I am pleased to deliver *Primary Industries Prosper 2050*, a 25-year blueprint for the future of Queensland's primary industries. This strategy represents the first step in the Crisafulli Government's fresh start for primary industries in our state and supports our ambitious target to boost Queensland's primary industries' output to \$30 billion by 2030.

This long-term, strategic plan for Queensland's primary industries will ensure this sector, which is a critical part of Queenslanders' lives, is strengthened as the backbone of our state's economy.

We must ensure we have the fundamentals in place and unlock opportunities to realise a primary industries sector that is profitable, drives future investment, creates secure jobs, and delivers local priorities.

In developing Primary Industries Prosper 2050 I hope to reset the relationship between the primary industries sector and government, recognise local priorities, and proactively address the challenges the sector is facing now and in the future. To achieve our common goals we must come together and forge new, open partnerships built on mutual respect.

This strategy sets out our partnership approach and the priorities that have been agreed collectively by industry and government, charting a pathway to 2050 built on collaboration.

Our bold target requires a whole-of-government approach, which is something that has been lacking for some time. The Crisafulli Government is determined to deliver upon this for the betterment of our sector.

This 25-year vision has been built on the lived experience and knowledge of those who work, live, and breathe primary industries. This is why co-investing, and co-delivering this

blueprint with industry will be critical to its success. I would like to thank the members of the industry working group for their frank and invaluable advice in developing the strategy.

I would also like to thank the more than 3,000 Queenslanders across nearly 280 industry, government, community and other sectors who shared their insights and ideas through public consultation. This has been the largest strategic collaboration between government and primary industries in at least a decade and is an approach we are committed to continuing as we implement the strategy together.

I encourage you to ensure your voice and sector is reflected as we turn ideas into action to create a profitable, innovative, resilient and future-focused industry.

A handwritten signature in black ink, appearing to read 'A. Perrett'.

**Hon Tony Perrett, MP**  
Minister for Primary Industries  
Member for Gympie





# Message from the industry

The *Primary Industries Prosper 2050* Working Group has worked diligently to provide input and guidance to help shape the strategic direction for Queensland primary industries to support the achievement of the Crisafulli Government's goal of increasing the value of Queensland's primary industries to \$30 billion by 2030, and beyond.

Members of the *Primary Industries Prosper 2050* Working Group have appreciated the opportunity to engage in a meaningful process and offer constructive feedback, reinforcing the collaborative spirit essential for the prosperity of Queensland's primary industries.

It is our collective commitment to continue to work towards the shared outcomes contained within this strategy to build a strong future for primary industries in Queensland.





# Why *Primary Industries Prosper 2050* matters

Queensland's primary industries are at a turning point. Global demand for sustainable food, fibre, and foliage is growing fast, yet so too are the pressures we face.

**The need for unified action has never been greater.**

At the same time, emerging AgTech, home-grown innovations, new growth markets, and new bioeconomy products offer extraordinary opportunities to grow and boost profitability and productivity.

***Primary Industries Prosper 2050* is a bold, long-term blueprint to seize opportunities and shape a thriving future.**

This is not business as usual.

***Primary Industries Prosper 2050* is more than a vision. It is a joint commitment by government and industry to:**

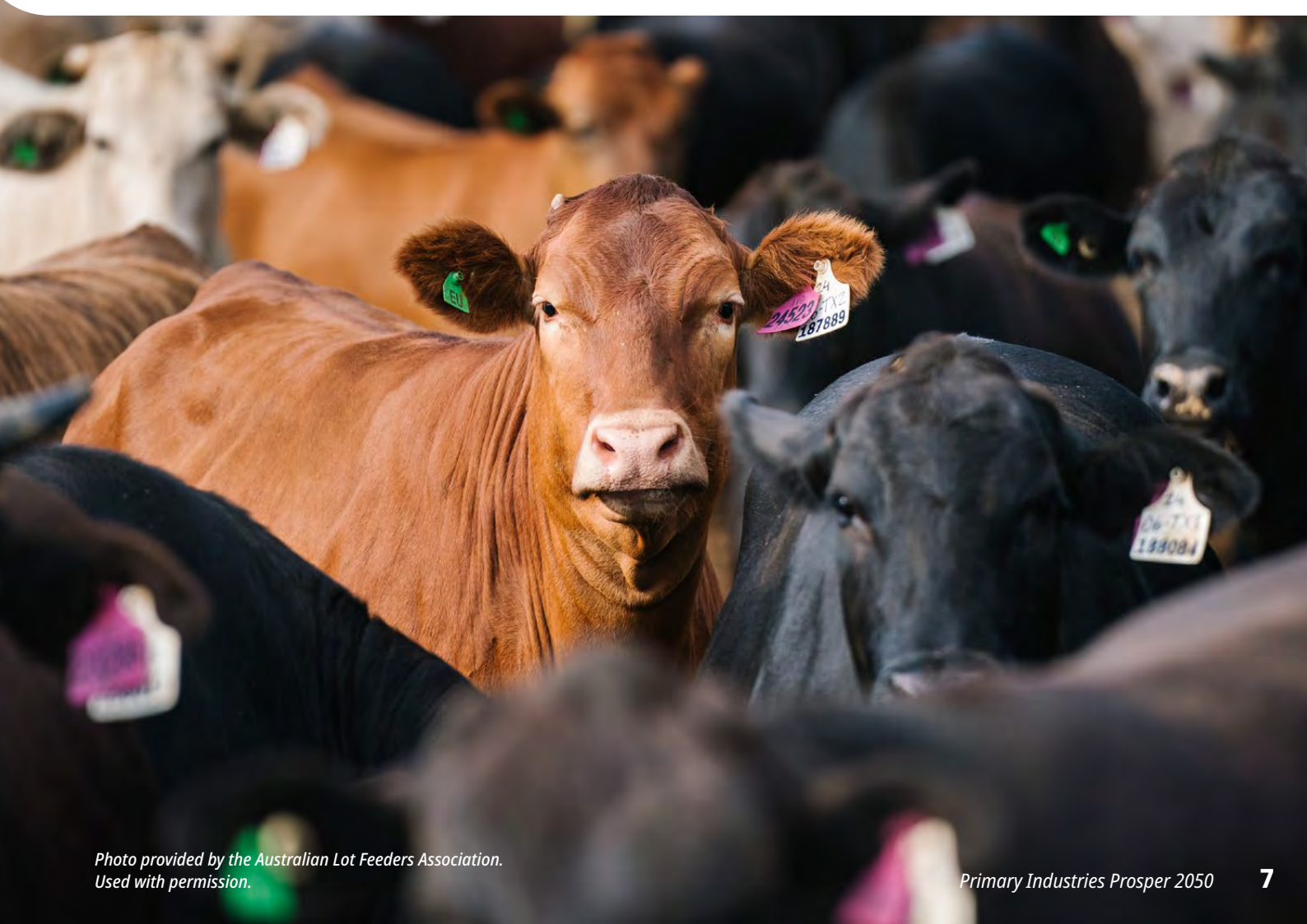
- tackle barriers with smart, enabling regulation, policy and infrastructure
- back the sector through whole-of-government support
- deliver innovation that is scalable and delivers measurable benefits
- develop, track and report on key measures of success through five-year action plans
- empower local action through regional partnerships and industry leadership
- ensure prosperity is shared across sectors, regions and generations.

It is a shared commitment to shift from short-term thinking to generational planning, guided by clear priorities.

Together, we will monitor quantifiable success measures, and adjust our approach if needed to make sure *Primary Industries Prosper 2050* stays on track to deliver a prosperous future.









# Tackling challenges

Queensland's primary industries are challenged by shifting global trade and geopolitical landscapes, escalating biosecurity threats and increasing climate variability. The sector is continually tested by rising input costs, labour shortages, land and sea use competition, rapidly-changing technology and supply chain disruption.





# Together we will need to address:



## Market and geopolitical shifts

Increasing trade and geopolitical volatility, alongside evolving consumer expectations for healthy and sustainable products, poses challenges and uncertainty for primary industries.



## Escalating biosecurity imperative

Primary industries face increasing threats of new and changing biosecurity risks, exacerbated by increasing climate variability and global trade dynamics.



## Digital and tech

The rapid growth of disruptive technologies puts pressure on producers to accelerate their investment in emerging technologies and to re-skill their workforce to remain competitive.



## Coexistence

Pressure on limited natural resources, especially water and land, is challenging the sector to evolve its business models to be more integrated across the economy, local communities, other industries, and the environment.



## Regulatory settings

It is critically important to have coordinated and harmonised regulatory settings that provide business certainty to support business growth and enable investment attraction.



## Climate variability

Increasing climate variability is changing where and when we produce food, fibre, and foliage, and putting pressure on the protection of livelihoods, infrastructure and the ability to operate profitable primary businesses.



## Workforce pressures

Employers face the dual challenges of competing for a stable labour base while attracting a modern AgTech and data-enabled workforce. We need to attract young minds to see a future in primary industries and provide them with the education and training to achieve this.



## Energy and water

Access to reliable and affordable water and energy is critical for growth. However rising costs reduce our competitiveness, while inconsistent supply from extreme weather events, increases investment risk.





## Today's primary industries

Queensland's primary industries are vital to our lifestyle, economy and environment. The sector feeds our families and puts food on plates all around the world. Queensland produces the fibre that underpins our world-renowned cotton and wool industries. Our forestry sector produces high-quality and renewable building products.

Today's diverse and vibrant primary industries are at the heart of Queensland's rural and regional communities. They employ more than 376,000 people across the supply chain, almost 13% of all Queensland's workforce, and directly support more than 41,500 primary industry businesses.

Underpinning our ability to produce high-quality food, fibre, and foliage products is our strong biosecurity system that protects human, animal, plant, and environmental

health throughout Queensland. Adoption of emerging AgTech is delivering pockets of productivity gains through data and digital automation, adapting to increasing climate variability, and harnessing the power of data.

As our industries and businesses evolve at different speeds, scales, and timeframes, they contribute to the overall picture of a diverse sector.



**376,000**

people across the  
supply chain



**13%**

of all Queensland's  
workforce







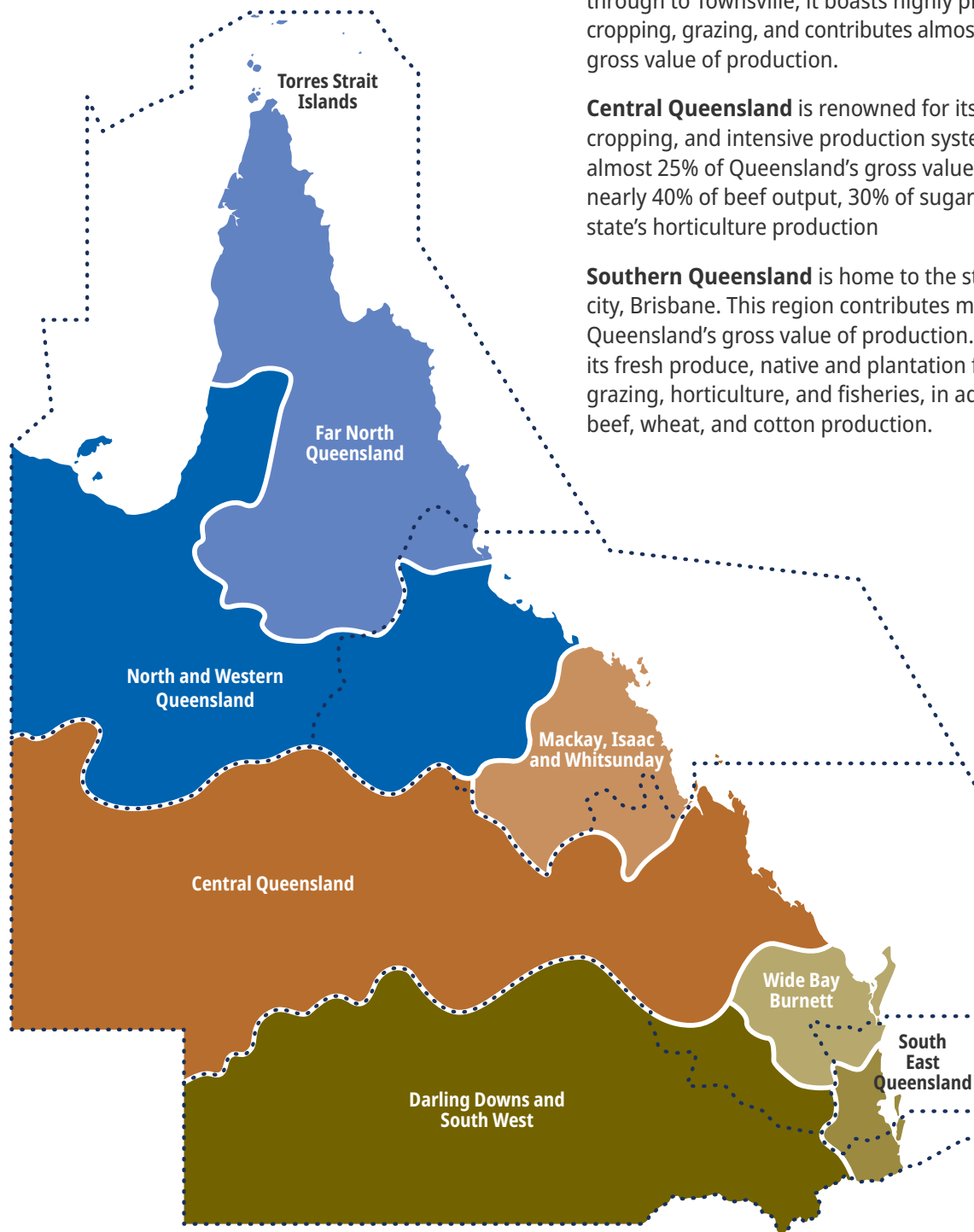
**41,500**

primary industry  
businesses



## Our regions

-  Northern Queensland
-  Central Queensland
-  Southern Queensland
-  Queensland Boating and Fisheries Patrol Clusters



Queensland's diverse regions are our greatest asset. They span tropical, subtropical, and temperate climates from northern Queensland through to central and southern Queensland. Our primary industries enjoy year-round production of a wide range of products and commodities, and contribute significantly to the economy and liveability of our regional communities. Recreational and charter fishing provide opportunities for Queenslanders to enjoy our freshwater and marine environments contributing over \$350 million to our economy.

**Northern Queensland** is characterised by tropical and dry-tropical landscapes and pristine waters. From Cape York through to Townsville, it boasts highly productive fisheries, cropping, grazing, and contributes almost 25% of Queensland's gross value of production.

**Central Queensland** is renowned for its extensive grazing, cropping, and intensive production systems. It contributes almost 25% of Queensland's gross value of production and nearly 40% of beef output, 30% of sugarcane, and 10% of the state's horticulture production.

**Southern Queensland** is home to the state's capital city, Brisbane. This region contributes more than 50% of Queensland's gross value of production. It is known for its fresh produce, native and plantation forestry, cropping, grazing, horticulture, and fisheries, in addition to significant beef, wheat, and cotton production.

This map is based on the Regional Infrastructure Plan Area boundaries with DPI regions overlaid.

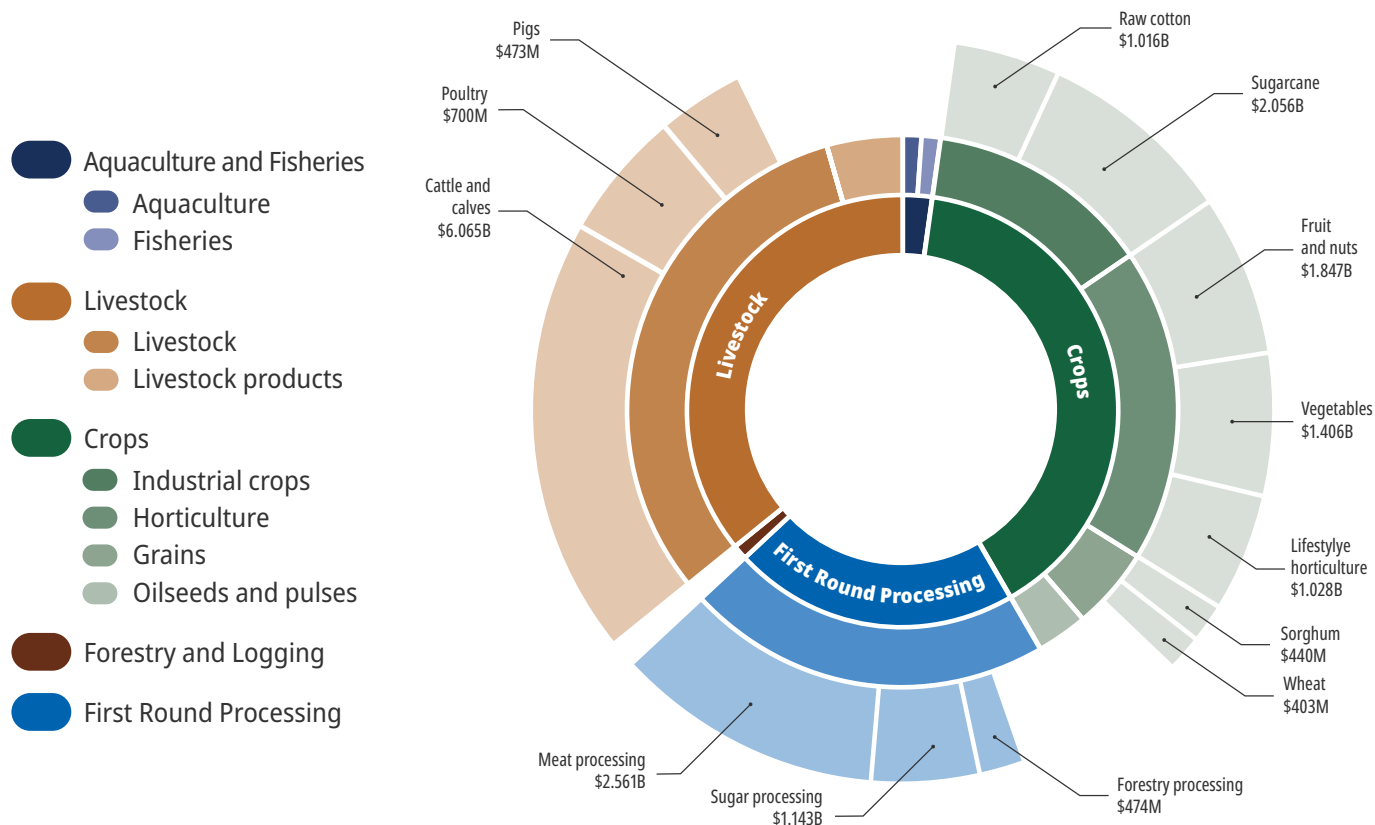
Source: <https://www.statedevelopment.qld.gov.au/infrastructure/infrastructure-planning/regional-infrastructure-plans>.







# Sector snapshot – 2023-24



Subsector/commodity	Value (AU\$ million)
<b>Crops</b>	
Grains	\$1,163
Industrial crops	\$3,072
Oilseeds and pulses	\$426
Fruit and nuts	\$1,847
Lifestyle horticulture	\$1,028
Vegetables	\$1,406
<b>Livestock</b>	
Cattle and calves	\$6,065
Other livestock	\$56
Pigs	\$473
Poultry	\$700
Sheep and lambs	\$72
Eggs	\$374
Milk (all purpose)	\$261
Wool	\$77

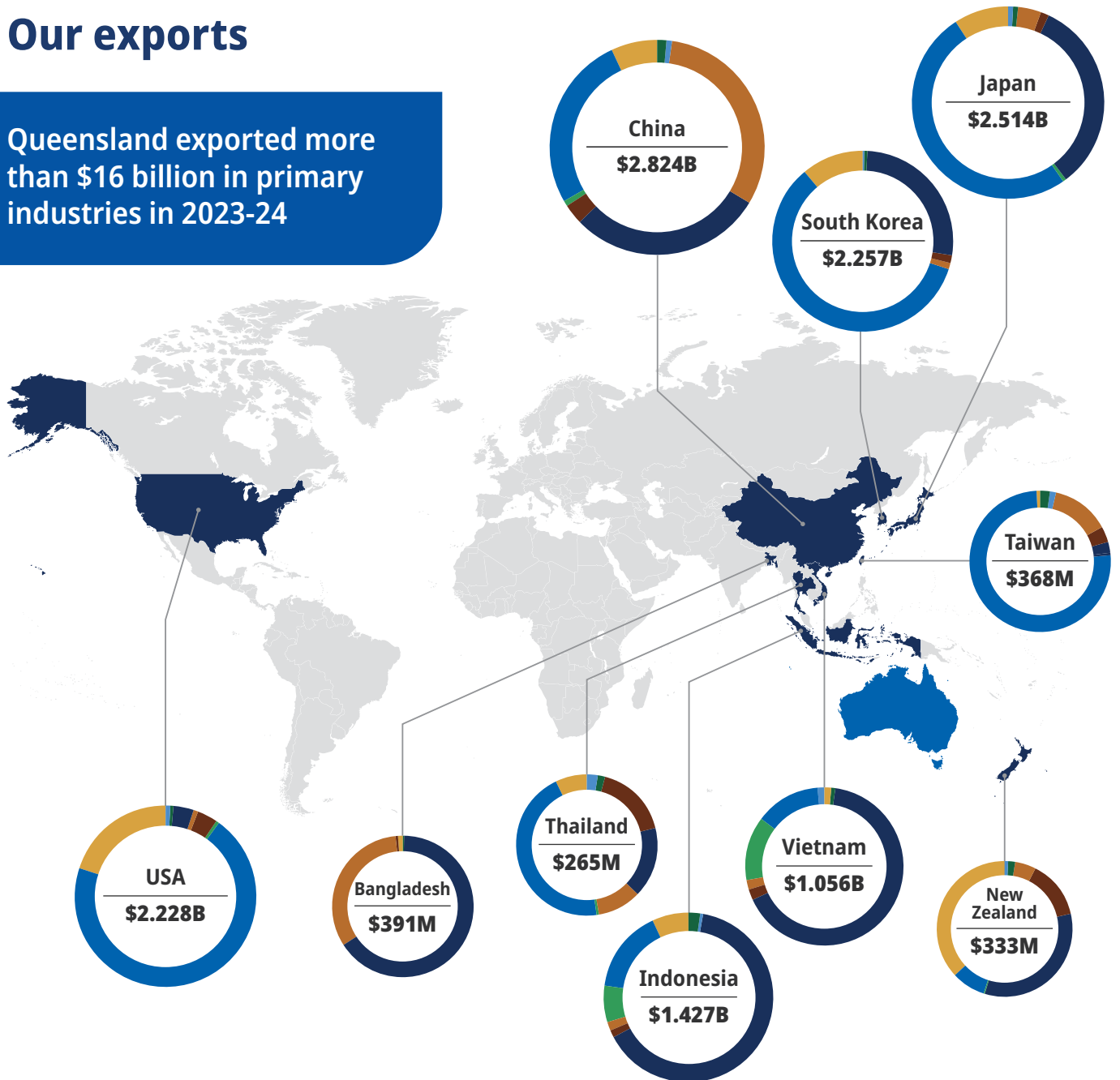
Subsector/commodity	Value (AU\$ million)
<b>Fisheries</b>	
Aquaculture	\$264
Commercial fisheries	\$250
<b>Forestry</b>	
Forestry and logging	\$230
<b>Processing</b>	
Cotton ginning	\$115
Flour mill and feed processing	\$81
Fruit and vegetables processing	\$273
Forestry processing	\$474
Meat processing	\$2,561
Milk and cream processing	\$137
Seafood processing	\$89
Sugar processing	\$1,143
<b>Total</b>	<b>\$22,647*</b>

\* All figures are rounded down to the nearest million for clarity and ease of presentation. Therefore, the sum of rounded figures may differ slightly from the exact total.  
Source: DataFarm, 2025 <https://www.dpi.qld.gov.au/news-media/campaigns/data-farm/primary-industries>.



# Our exports

Queensland exported more than \$16 billion in primary industries in 2023-24



Sub category	Total (AU\$ million)	% of total
Beef and veal	\$6,732	41.82%
Industrial crops	\$4,768	29.62%
Grains, oilseeds and pulses	\$1,612	10.02%
Horticulture	\$506	3.15%
Live animals	\$243	1.51%
Forestry	\$117	0.73%
Fisheries and aquaculture	\$81	0.51%
Other	\$2,034	12.64%
<b>Total</b>	<b>\$16,096</b>	<b>100%</b>

Source: Australian Bureau of Statistics International Merchandise Trade data <https://www.dpi.qld.gov.au/news-media/campaigns/data-farm/export-trade>.

Note: Statistics have been revised based on industry consultation to include estimates for sugar exports.





*Photo provided by the Department of Transport and Main Roads. Used with permission.*







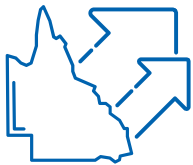
*Photo provided by the Australian Chicken Meat Federation.  
Used with permission.*





# Our competitive advantages

Queensland's primary industries are highly competitive both nationally and internationally. Our competitive advantages come from our diverse climate regions, proximity to export markets, and a global reputation for high-quality produce.



## Market proximity

Queensland has logistic advantages. Our world-class road, rail and port network connects our food, fibre, and value-added products to high-demand markets in the Asia-Pacific region.



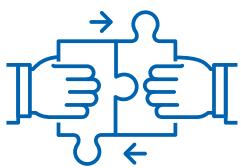
## Diverse climate and geography

More than 80% of Queensland is suitable for primary industry production, providing year-round produce across tropical, sub-tropical, and temperate climates. We also grow weather-resistant varieties.



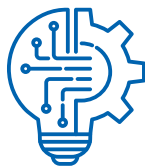
## Premium clean and green

Queensland has a global reputation for being environmental stewards who produce high-quality, safe products that meet strict production, processing, transport, and animal welfare standards.



## Resilient regions

Queensland's primary industries are well-versed and proactive in natural disaster and drought response and recovery. They also adapt to changing market demands and product expectations.



## Innovation and R&D

Queensland's strategic focus and investment in research, development, and extension programs builds collaboration between industry, government and universities. Together, we are driving practice change, fostering innovation and boosting productivity and profitability.



## Political and democratic stability

Australia's stable government, strong biosecurity system, and regulatory settings provide private sector investment certainty.



# Future pathways to prosperity

In 2050, Queensland primary industries will be profitable, productive and sustainable. There are many ways to achieve this vision and growth, some of which we can anticipate now, and others which will emerge over time.







*Photo provided by Tourism and Events Queensland.  
Used with permission.*

### **Emerging, and high growth markets**

New sectors and income streams will emerge across our primary industries and supply chain. Our product offerings will transform in line with changes in consumer preferences and demand. Biotechnologies, future fuels, lab-grown food and fibre, new aquaculture products, carbon and biodiversity markets form a mosaic of new outputs alongside traditional products.

### **Bold trials to scale-up**

Queensland's primary industries are excited about the future, and with support, are poised to expand trials of new on-farm and off-farm practices to transform how we operate. Local testing and implementation has led to growth of regional-based service industries.

### **Global credentials**

Biosecurity, food security, and sustainability are the foundations of a resilient and trusted primary industries sector. They protect our reputation as a clean, green, safe, and sustainable food, fibre, and foliage producer. They uphold our competitive edge in global markets, ensuring our products meet the highest global standards.

### **New and intensified production systems**

Land, sea, and water use are optimised to support traditional sector growth such as feedlot expansion and protected cropping with additional new and transformative ways of producing food, fibre, and foliage. This enables Queensland's primary industries to be stewards of profitable, productive, and sustainable systems.

### **System collaboration**

To capitalise on efficiencies and share resources, primary industries together with manufacturing, technology services and other growing industries, are collaborating to strategically co-locate enabling profitable and productive businesses, thriving innovation precincts, and vibrant regional communities.

### **Resilience**

Building resilience is not just about surviving challenges – it's about thriving despite them. By embedding adaptability, innovation, and sustainability into its foundation, the primary industries sector secures its place as a powerhouse for prosperity and environmental stewardship.

### **Embedded innovation**

AgTech and innovation, including biotech, will revolutionise how primary industries operate, embracing automation and the digital transformation of farming, fishing, and forestry systems and supply chains. Innovations in robotics, autonomous vehicles, protected cropping, and digital tools, alongside research innovation and extension, will boost productivity and profitability and drive capital investment into the sector.

### **Skilled and diverse workforce**

By anticipating the careers of tomorrow, breaking down barriers to education, and creating career pathways in the regions, we build a dynamic talent pipeline paving the way for thriving communities. Primary industries share a bold future where a skilled and diverse workforce drive innovation and prosperity.

### **Active stewardship of natural systems**

Rising consumer demand for quality clean produce will drive commercially-led improvements to natural assets, biodiversity, and ecosystem services. Active improvements to water, soil, and forest health, and greenhouse gas emissions will be delivered where there are economic outcomes for the sector.



# Our shared vision

Government and industry must work together to address our strategic challenges and realise our opportunities. We must harness them to prosper and be competitive, not only for today, but for future generations.

**Our 2050 vision is...**

***“Queensland’s primary industries are profitable, productive and sustainable for future generations. United, we will empower our regional communities to be bold and prosperous.”***

Our shared vision has been developed through a co-design process with the Queensland Government, sector partners, and stakeholders. It is bold, ambitious, and aspirational. Importantly, it is achievable and has strong support from all parties, including across all government agencies. Queensland’s primary industries are open for business.



*Photo provided by Queensland Fruit and Vegetable Growers.  
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## Our shared purpose

*Primary Industries Prosper 2050* is a blueprint that will see Queensland's primary industries thrive, and be economically, environmentally, and socially sustainable for the future. It will set the scene for ongoing prioritisation and the development of coordinated, targeted action.

Transforming together, industry and government are setting a new pathway to 2050 – a bold future that is prosperous for business, our communities and the environment.

This 25-year blueprint is a collective strategy owned by the primary industries sector including government and industry. It sets a strong foundation for future prosperity, ensures food security, and builds resilient regional communities. It sends a clear message to investors that Queensland's primary industries are primed for growth through transformation.

Together, we will deliver a future where Queensland's primary industries prosper.





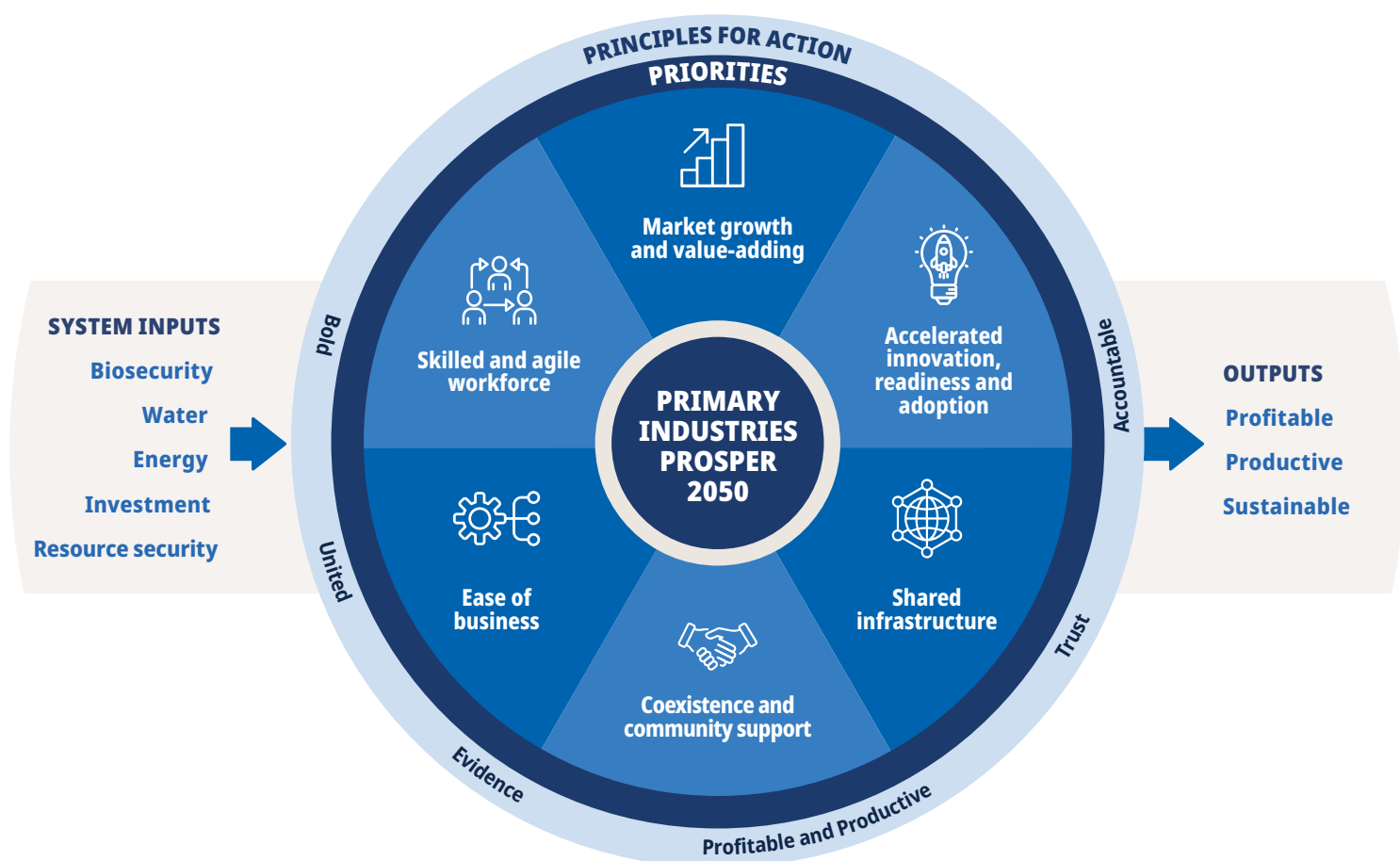
# Delivering our bold ambitions to 2050



# Strategic priorities to 2050

Priority areas will focus our efforts to realise the shared vision of our 25-year blueprint and set a platform for success.

*Primary Industries Prosper 2050* will be implemented through rolling five-year action plans with the first suite of plans developed across seven regions, and the timber and fisheries sectors. Action plans will include co-designed and co-delivered initiatives and targeted measures of success, to ensure united, accountable outcomes.







## Market growth and value-adding

### Why this matters:

Queensland has an enormous opportunity to capitalise on growing domestic and international demand for quality food, fibre, and foliage.

Seizing these growth opportunities requires a strategic approach to match our primary production to current and emerging market demands, identify the highest value opportunities in domestic and export markets, and value-add to primary produce.

With the global population set to increase to almost 10 billion by 2050, Queensland is in a unique position to provide food, fibre, and foliage for our domestic and international consumers.

Over the next 25 years, global demand for protein is set to double, creating opportunities for beef, seafood, pulses, and alternative proteins. The demand for quality and nutritious horticulture will continue to grow. As new products develop to meet consumer needs, Queensland primary industries will grow and diversify.

Diversification though value-adding supports revenue stability and resilience. Process and product optimisation will support the sector to maximise value and increase competitiveness by efficiently using resources.

### What outcome will be achieved:

Primary industries are more competitive and have greater market share within existing and new markets, and from value-added products.

### What will success look like:

Primary industries are globally recognised for sustainable, high-value production, achieving record market share, driving innovation, and delivering premium, ethically-sourced food, fibre, and foliage that meets consumer and market demands.

### Opportunities:

- **Market growth:** Harness primary industries' success in developing new and emerging products to meet consumer needs for food, fibre, and energy security, as well as expanding into mature and growth markets where we have a competitive advantage.
- **Primary industries plus:** Generate additional sources of income to bolster profitability, productivity, and resilience, such as additional revenue opportunities from energy, waste, agri-tourism, environmental markets, and new technologies.
- **Value-adding:** Through regional processing hubs, advanced manufacturing, waste utilisation, and product development to meet high-growth markets such as protein products, bio-fuels, nutraceuticals, and products not yet envisioned.
- **Expand First Nations agriculture:** Support the growth of Aboriginal and Torres Strait Islander production practices, promote native food products, and grow Indigenous-owned businesses.





## Skilled and agile workforce

### Why this matters:

Queensland is experiencing one of the tightest labour markets in recent history. Businesses and employers continue to face skills and workforce shortages on land and sea.

Technology and innovation are pivotal to mitigate current workforce challenges. They will be critical in driving efficiencies and production to meet growing global food demands.

Looking ahead, jobs in agriculture, fisheries, and forestry will be transformed through technologies, such as automation and augmentation. One in three jobs created in agriculture, forestry, and fishing will be technology-related.

The outlook for tomorrow's jobs in primary industries is exciting. While there will continue to be traditional roles on land and water, there will be many jobs that are yet to be imagined.

Primary industries must invest in a talent pipeline that meets future skills and keeps pace with changing requirements, including through primary industries education in schools and universities, and training that meets the needs of the future industry.

### What outcome will be achieved:

Workers choose primary industries, providing a pipeline of talented workers with in-demand skills that increase sector productivity and output. Employers harness innovative and inclusive practices to meet current and emerging workforce and skills needs, supporting workers to have long-term careers in the sector.

### What will success look like:

The primary industries workforce is highly-skilled, with more digital and data-enabled workers. Employers are better equipped to attract and retain an agile workforce to meet future opportunities.

### Opportunities:

- **Right people, right place, right skills:** Improve workforce planning and development capability across the sector to support new and existing workers secure long-term careers and employers to harness the benefits of inclusive work practices.
- **Career pathways:** Partner with primary, secondary, tertiary, vocational education, and industry training providers to design solutions to attract and retain a primary industries workforce of the future, with tailored options for new entrants through to seasoned professionals.
- **Workforce data:** Develop fit-for-purpose workforce data and processes that drive evidence-based decision making to successfully meet emerging workforce and skills needs of the sector.
- **New digital and data-savvy capability:** Expand the size and capability of the workforce with data, digital, and AgTech skills to deliver on the innovation agenda and attract the next generation of workers. Working with education and training, universities and R&D sectors is critical.





## Accelerated innovation, readiness and adoption

### Why this matters:

Queensland's primary industries are entering a defining era, driven by rapid AgTech advancements, climate shifts, and rising biosecurity threats. These challenges demand bold action and faster innovation cycles to remain competitive and sustainable.

Climate variability is impacting our sector, changing what we can grow and catch, where, and how, and challenging our profitability. More extreme weather and shifting rainfall patterns require resilient infrastructure and adaptive farming, fishing, and forestry systems.

At the same time, evolving biosecurity risks demand faster detection, smarter prevention, and rapid response capability.

Queensland is already home to world-class R&D, AgTech, trials and demonstration assets. Now is the time to scale these innovations, pre- and post-farm gate, into commercial solutions that fisheries, forestry, and agricultural enterprises can adopt with confidence and ease.

It is time for us to maximise profitability and value across the entire supply chain through a circular economy approach.

AgTech is more than a productivity tool – it's a high-growth sector in its own right, delivering solutions across agriculture, fisheries, forestry, and value-adding. New technological innovations and practices can also help address labour force shortages through increased automation whilst driving efficiencies and increased productivity.

With strategic investment and coordination, Queensland can lead the world in innovation, export smart solutions, and future-proof our food and fibre systems.

### What outcome will be achieved:

Primary industries are leaders in the merging of innovation, new technologies and practices, unlocking industry-wide transformation that anticipates and responds to local and global disruptors.

### What will success look like:

Enterprises have transformed their production systems by adopting and integrating advanced technologies and digital solutions, and by cutting innovation-to-market cycles to deliver measurable economic and environmental gains and address local and global challenges.

### Opportunities:

- **Accelerate AgTech adoption:** Leverage automation, AI and digital tools to transform production systems and build resilience. Primary industries are supported by trusted ecosystems that provide access to scalable technology, reliable connectivity, and digital capabilities.
- **Growing innovation:** Queensland is a global test bed for the development and scaling of AgTech with a growing number of businesses actively delivering solutions with and for primary industries.
- **Collaborative intelligence sharing:** Strengthened data and IP sharing systems that empower Queensland to anticipate and respond to biosecurity, trade, and other 'disruptions', turning risk into opportunity and safeguarding industry resilience.
- **Grow and amplify the Agtech Innovation Sector:** Advancing early and mid-stage product development, supporting entrepreneurship, and scaling commercialisation. Regional, place-based collaborations and innovation precincts accelerate innovation, creating new jobs, skills and delivering real impact across the primary industries value chain.





## Ease of business

### Why this matters:

Simplified regulations can enable easier market entry and expansion, and encourage entrepreneurial activities and sector growth.

Primary industries operate across numerous regulatory systems, frameworks, and standards, making doing business complex. Duplication is inefficient, increases business costs, places burden on operators, and limits their ability to work on supporting their business.

Reducing unnecessary constraints, while providing the sector with access to data, investment, and price setting capabilities will improve profitability and productivity.

Stable, clear, and certain regulatory and system settings provide business certainty. It builds business and investor confidence in our sector and supports growth, attracting new entrants into the sector, and ensuring future profitable and thriving agriculture, fisheries, and forestry businesses.

The sector needs and wants fit-for-purpose, outcomes-focused regulation designed for primary industries to deliver quality outcomes for the sector, the environment, and community.

By making it easier to do business in Queensland, our primary industries can thrive.

### What outcome will be achieved:

Primary industries are underpinned by coordinated and harmonised regulation and systems which proportionately mitigate risks. These stable and certain system settings provide clarity for investment and enable business viability and fairness across the supply chain, boosting profitability, and attracting required capital.

### What will success look like:

Business operations are streamlined, regulatory processes and compliance frameworks are more efficient, making it easier to navigate policies, access markets, and invest in the sector.

### Opportunities:

- **Outcomes-based regulation:** To provide certainty to industry, the public and investors, regulation should be proportionate to risk, and effective and efficient in delivering protections and intended outcomes.
- **Investment attraction:** By getting the system settings right we will harness strong domestic and overseas investment for sector growth.
- **Supply chain equity:** By empowering producers to understand their costs of production and negotiate across the supply chain, producers can work towards capturing a greater percentage of total supply chain value.
- **Capturing data:** By aligning to existing frameworks and measuring our improvement in delivering environmental outcomes and responding to increasing climate variability, we will provide confidence to investor markets.





## Coexistence and community support

### Why this matters:

While Queensland has vast lands and waters, the most fertile and productive areas are under intense competition from housing, energy, mining, infrastructure, and other industries. As the population expands, there will always be competing needs across the economy, society, and environment, and a requirement for balanced land and sea use.

Planning that safeguards prime agricultural land and waters for primary production is fundamental to attracting investment into primary industries. It also underpins Queensland's ability to feed and house its population, and to provide economic prosperity to regional communities.

Long-term resource security, including access to agriculture, timber, fisheries, and water for irrigation, is essential for off-setting risk.

The future must enshrine both the right to operate, with industry's role as land and sea stewards, providing sustainable and resilient primary industries.

The broader community expects the primary industries sector to be stewards of the land and sea for current and future generations. While Queensland's primary industries are leaders in stewardship of our natural assets, there is work to be done to demonstrate this critical role to the community and our increasingly discerning local and global consumers.

### What outcome will be achieved:

Primary industries have strong protections and frameworks, and the community recognises and supports their role as land and sea stewards, optimising resource use for primary industries production alongside other land and sea uses, and for providing food security to the nation.

### What will success look like:

Primary industries are trusted, valued, and prioritised, where land and sea resource conflict exists.

### Opportunities:

- **Land and sea management:** Sustainable management systems are underpinned by fair, transparent, and coordinated planning. They balance resource use for economic and environmental outcomes and strengthen confidence in the sector. These systems leverage opportunities across the resources, energy, and environmental sectors to optimise resource use for the best outcomes.
- **Food, fibre and foliage for the nation:** Queensland's primary industries play a fundamental role in securing Australia's food and housing security through food and timber production. Our primary industries provide regular access to sufficient, safe, and nutritious food to meet dietary needs for an active and healthy life.
- **Leveraging our reputation:** Our reputation for sustainable, ethical, and high-quality products can be leveraged through data, labelling, and branding to build greater brand awareness and expansion in new markets.





## Shared infrastructure

### Why this matters:

Queensland is more than seven times the size of Great Britain, and more than half of our population lives outside the capital city. Reliable, quality and connected infrastructure is vital to keeping our economy moving.

Primary industries rely on enabling infrastructure for water, energy, telecommunications, and transport to do business, and reach consumers and markets. Processing infrastructure is critical to enable maximum value from our primary production. Along the supply chain, efficient, cost-effective, and resilient infrastructure is key to our competitiveness and our ability to move food, fibre, and foliage from its origin to storage centres, processors, distributors, and domestic and global markets.

Collaborating across sectors and seamlessly integrating infrastructure reduces operational costs, enhances accessibility, and fosters innovation. By leveraging shared assets, primary industries can avoid duplicating investments, improve resource management, and quickly adapt to challenges. This ultimately boosts our competitive advantage and delivers long-term profitability and sustainability.

Strong fit-for-purpose infrastructure attracts investment in primary industries, supports rural employment, and creates a stable regional workforce and thriving industry.

### What outcome will be achieved:

Connected and shared infrastructure enables Queensland's primary industries to realise supply chain efficiencies and enhance profitability growth.

### What will success look like:

Connected and shared infrastructure across supply chains, transport, telecommunications, energy, and water drive faster production cycles, expand markets, and reduce costs to boost industry confidence, global competitiveness, and profitability.

### Opportunities:

- **Coordinated planning and co-delivery:** Multi-user infrastructure is shared across sectors of the economy to improve access to, and distribution of, primary production inputs and to improve supply chains. This will enable the sector to deliver food, fibre, and foliage to consumers faster and more efficiently.
- **Supply chain efficiencies:** Optimisation of common user infrastructure to enable efficient access to local, national, and international markets.
- **Expanding capacity of existing infrastructure:** To meet growth ambitions, on-farm and off-farm infrastructure will need to be optimised for increased exports and domestic supply. Water, energy, road, rail, and other enabling infrastructure will need greater robustness to extreme weather events.
- **Market expansion and competitiveness:** Improved connectivity via roads, rail, ports, and telecommunications helps producers access national and global markets with ease.



Photo provided by Maleny Dairies.  
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# Principles

These principles will guide how government and industry agree to work together to develop and deliver on *Primary Industries Prosper 2050* and action plans.

## Being genuinely united

Industry and government will co-design, co-invest, and co-deliver a shared vision. The Department of Primary Industries will lead coordination of effort across government to drive action as part of a whole-of-government approach.

## Evidence-based decision making

We will use robust science and data to drive evidence-based decision making and certainty.

## Profitable and productive

Together, we will focus our efforts to support profitable, productive, and sustainable businesses.

## Building trust between industry, communities and government

We will demonstrate our long-standing commitment to animal welfare, land, water, and sea stewardship.

## Accountable

We will have strong cross-sector governance, and regularly report on the plan's success measures, holding all stakeholders to account for progress.

## Being bold enough to fail safely

We will challenge the status quo and adopt a future-focused mindset. We will test and adopt innovations.





# Our roles and responsibilities

Each of the participants in the Queensland primary industries sector play a crucial role in the state's economy and in advancing the primary industries sector's profitability, productivity, and sustainability. Collaboration between these participants is essential for the overall health and growth of Queensland's primary industries. The five-year action plans will clearly identify lead and partner participants in the delivery of individual actions.





## Roles and responsibilities

### Participant groups

- Government (Federal, State and Local)
- Representative Bodies (industry bodies and associations)
- Education Institutions
- Primary Industries (producers, supply chain and primary industries companies)
- Research and Development Organisations
- Aboriginal peoples and Torres Strait Islander peoples
- Financial Sector
- Individuals and Communities (consumers and advocacy groups including environmental groups)

### Intelligence

Enhancing sector competitiveness by collecting and analysing data from outside and across the primary industries sector to inform decision making, optimise actions and resources, and anticipate risks and opportunities in a continuously changing environment.

### Advocacy

Representing the interests of primary industries, influencing policy, and engaging and raising public awareness ensures long-term support, resource availability and investment, and innovation in the sector to strengthen trade opportunities and build market share.

### Research and development

Driving innovation in new products, processes, and practices, and extending them through to adoption to improve sector efficiency, address environmental challenges, and capitalise on market opportunities.

### Education and training

Real-world education and training encouraging youth engagement and developing a skilled and adaptive workforce equipped with the technical skills, innovation, and business knowledge to ensure the sector is future-ready and has long-term industry growth.

### Leadership and coordination

Setting sector-wide direction supported by outcomes-based regulatory frameworks, system-wide policies, and financial models to promote business growth and position primary industries as an attractive investment proposition.

### Stewardship

On-ground adoption of best land and sea management practices, innovation and technology, and adaptation to disruptions to protect and sustain primary industries businesses and Queensland's natural resources for future generations.



# Taking action

***Primary Industries Prosper 2050* is the beginning. We will achieve our bold vision by working together collaboratively.**

To deliver on the shared vision, *Primary Industries Prosper 2050* will be supported by a series of five-year action plans that will be co-designed and shaped by local priorities to ensure collective and collaborative action. The first series of action plans will be developed with the goal of growing Queensland's primary industries output to \$30 billion by 2030.

We will be held to account with effective monitoring and reporting on progress. Delivering improvements will be essential to achieve *Primary Industries Prosper 2050*'s vision. Government and industry will be accountable together for delivering change for the sector.

A Monitoring and Evaluation Framework will guide the monitoring and reporting on progress over time at three levels: shared vision; shared priorities; and the on-ground delivery of actions. The framework is intended to be used by all participants who collaborate to deliver *Primary Industries Prosper 2050*. It includes monitoring, evaluation,

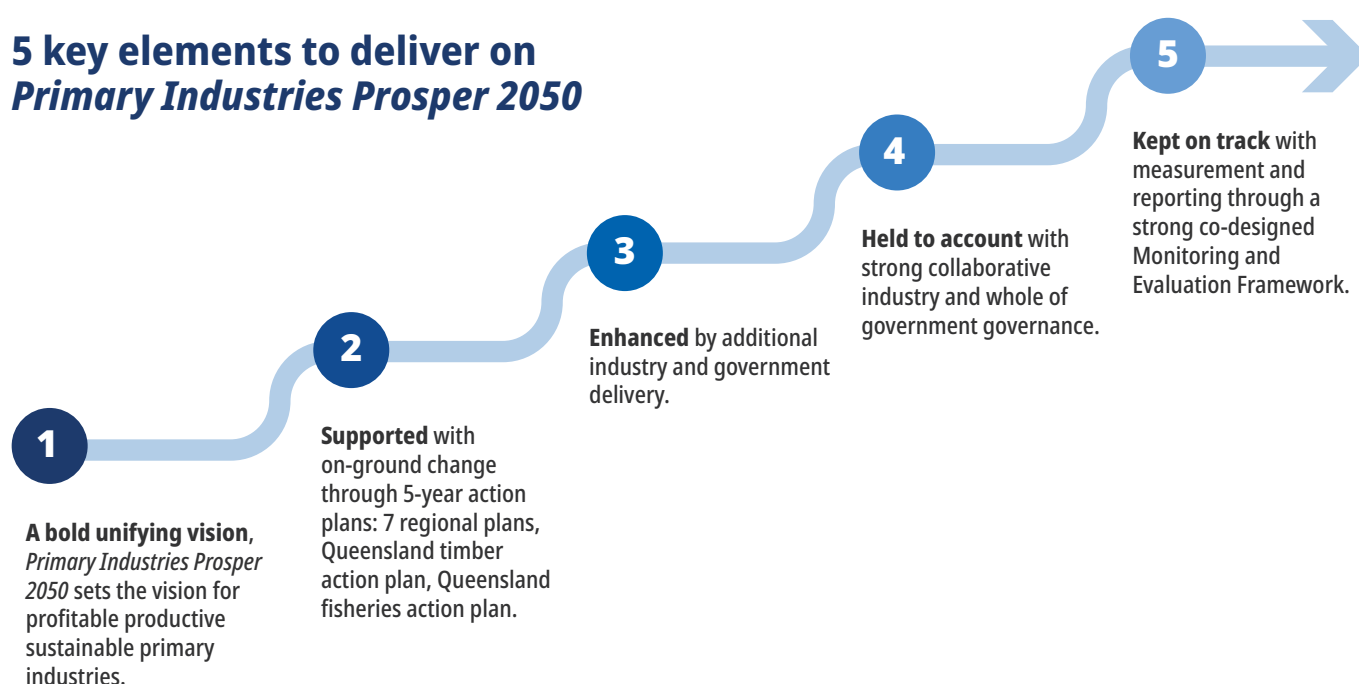
reporting, and improvement to ensure *Primary Industries Prosper 2050* remains contemporary, continues to meet the needs and challenges of the Queensland primary industries sector, and that delivery stays on track.

Annual reporting to track implementation, promote learning, adaptive management, and continuous improvement will maintain momentum and support success over time. Reporting on the effects that *Primary Industries Prosper 2050* is having on the intended outcomes for the priorities will occur following implementation of each series of five-year action plans. This may occur earlier if there is significant change to the challenges or opportunities facing Queensland's primary industries sector.

## Contact us

For further information about our 25-year blueprint, *Primary Industries Prosper 2050*, go to [www.qld.gov.au/prosper2050](http://www.qld.gov.au/prosper2050) or call us at 13 25 23.

## 5 key elements to deliver on *Primary Industries Prosper 2050*











# Glossary

**AgTech:** Any innovation used across the primary industries and associated value chains (the agri-system) to improve efficiency, profitability, sustainability, and credibility. It includes hardware and software, business models, new technologies and new applications.

**Coexistence:** Sustainable coexistence signifies a balanced, empathetic, and forward-looking approach, where industry and community thrive together, valuing both people and the environment, while cultivating enduring relationships. It follows the principles of collaboration and cooperation, shared benefit, stewardship of natural resources, fairness, trust, and resilience.

**Circular economy:** A sustainable economic model aimed at maximising value, minimising waste, maximising resource efficiency, and fostering environmental resilience.

**Education institution:** A business or organisation that provides instruction and teaches someone to boost their ability or enhance their skills.

**Government:** The democratic authority at a federal, state, and local level. This includes departments, agencies, and associated subsidiaries such as government-owned corporations and statutory bodies.

**Primary industries:** The sector includes businesses that involve agricultural, apicultural, aquacultural, commercial wild-catch fishing, forestry, grazing, and horticultural activities. It also includes associated first round processing that enhances primary value (e.g. meat processing, milling, and packaging).

**Productivity:** A core economic statistic that measures how well inputs such as labour, land, capital, materials, and services have been used to generate outputs such as sugar, livestock, and wool. It is an important measure of the competitiveness of primary industries and a determinant of economic wellbeing.

**Profitability:** A measure of business financial health and ability to sustain growth, calculated as the surplus after deducting all expenses.

**Prosper:** The sustainable growth, resilience, and economic success of Queensland's primary industries and regional communities. It includes fostering innovation, enhancing profitability and productivity, and ensuring environmental stewardship to deliver long-term benefits for communities, industries, and the broader economy.

**Research organisations:** An entity or group of people whose goal is to conduct research to create or investigate a method, product, or process. This may be to generate new knowledge or to inform the tech's development. Includes universities, CSIRO, Rural Research and Development Corporations, and private institutions.

**Stewardship:** The care and responsible management of social and environmental factors on behalf of future generations to enable long-term sustainable, productive, and profitable outcomes. The trust placed in our production systems is based on ensuring the quality of these essential inputs is not diminished, so they are sustainable and verifiable into the long-term.

**Supply chain:** Identifies the set of actors and activities that bring a primary industries product from production in the field to final consumption, where at each stage value is added to the product. The terms 'value chain' and 'supply chain' can be used interchangeably.

**Sustainability:** The production of food, fibre, and foliage which is environmentally, socially, and economically responsible. It means practicing responsible stewardship of the environment, caring for our people and animals, and ensuring economic resilience for the community and industry.

**Value-adding:** Encompasses any process or service in the supply chain that adds to the value of products to customers. First round value-adding is the first step of transformation from the primary product, such as slaughter, cotton ginning, sugar milling, and packaging. It can occur where primary production occurs or at a separate facility.



# Consultation

Public consultation on the draft *Primary Industries Prosper 2050*, held between 22 April and 9 June 2025, generated widespread participation from across every Queensland region, and every part of the primary industries sector. The consultation also reached the broader community and other groups with environmental, education, research and development, and investment interests.

**3,218**

people engaged during consultation

**8,260**

visitors to  
DPI's online  
engagement hub

**1,195,770**

people reached  
through social media  
and traditional media

**700+**

ideas for  
actions

**16**

face-to-face  
workshops

**3**

information hubs at  
large-scale events

**5**

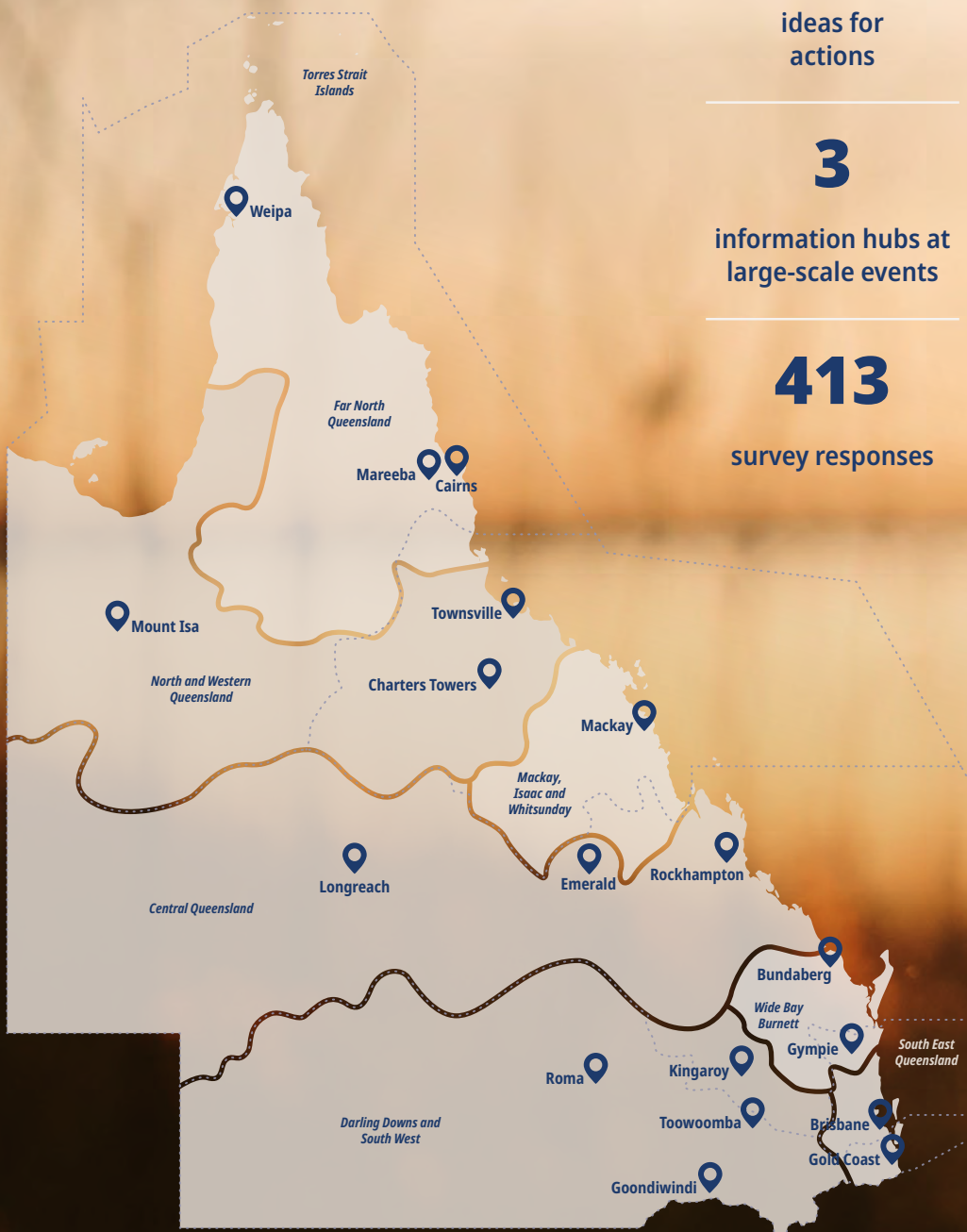
webinars for  
stakeholder groups

**413**

survey responses

**80**

written submissions



This map is based on the Regional Infrastructure Plan Area boundaries.  
<https://www.statedevelopment.qld.gov.au/infrastructure/infrastructure-planning/regional-infrastructure-plans>.



# Thank you

The Department of Primary Industries would like to thank everyone who has contributed to the development of *Primary Industries Prosper 2050* – primary producers, industry bodies, representatives from across government agencies, investors, universities, the R&D community, and our supply chain partners. These contributions are integral to the co-design process and are highly valued.

The Queensland Government looks forward to working with organisations, groups, and individuals towards a prosperous 2050, founded upon a thriving primary industries sector.





## Acknowledgement of Country

The Department of Primary Industries proudly acknowledges Aboriginal people and Torres Strait Islander people as the Traditional Custodians of the Country. We recognise their continuing connection to land, sea, waters and sky. We pay our respect to them, their cultures and to their Elders past and present and commit to ongoing reconciliation.

This publication has been compiled by Department of Primary Industries.

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PRIMARY INDUSTRIES  
**PROSPER  
2050**

A 25-year blueprint for  
Queensland's primary industries

**Further information**

[qld.gov.au/prosper2050](http://qld.gov.au/prosper2050)  
or call us at 13 25 23

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