



Media Release

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Freshcare certification programs support \$100 billion profit for Australian agricultural industry by 2030.

Australia's largest locally owned and operated certifier Freshcare, has backed the Federal Government's national agricultural plan for \$100 billion output by 2030.

Freshcare's 2030 Vision outlines their roadmap to deliver a sustainable future for Australian fresh food producers through continuing innovation and development of a robust and trusted certification system.

Freshcare CEO, Jane Siebum says 2030 Vision will provide a sustainable future for growers, industry and deliver pathways for growers who are not currently certified.

"Freshcare's strategic plan is about engaged communities, providing science and technologies that underpin our standards, expanding our growers access to local and global markets.

"We have an abundance of great products in Australia and great produce that should be exported. Freshcare certification shows exporters our growers meet the same level of rigour, if not better than other markets," said Ms Siebum

[A message from Freshcare CEO Jane Siebum and Chairperson Belinda Hazell](#)

The Australian Bureau of Agricultural and Resource Economics and Sciences currently forecasts for the first time in history the Australian agricultural sector will be valued at more than \$70 billion, with the value of horticultural production forecast to reach a record \$12.4 billion in 2021–22, with excellent prospects for growth.

As Australia's only industry-developed, for purpose organisation, Freshcare currently certifies approximately 80 per cent of Australian fresh produce supplied through domestic markets and is investing to ensure its assurance standards for the Australian fresh produce and wine grape industries continue to underpin growth in these sectors.

Structured around three strategic pillars, the goal is to build security for the industry and producers by providing greater access to local and global markets. The pillars – 'engaged communities', 'leading science and technology' and 'sustainable future' – provide a framework for implementation and delivery.

- **Engaged Communities:** Farming communities are the centre of everything Freshcare does. Listening, engaging and delivering for growers and industry stakeholders is our priority.

- **Leading Science and Technology:** Freshcare products and services are supported by the best available technology and research, building capacity and confidence in the industry.
- **Sustainable Future:** A commitment to environmental, social and corporate governance, Freshcare enables access to new and emerging markets to support industry growth and opportunities.

The plan provides guidance and reassurance for those in the industries and will highlight opportunities for producers to build resilience and security.

Read the Freshcare Vision 2030 plan [here](#)

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About Freshcare

Established 20 years ago, Freshcare is an industry-developed, for purpose organisation, delivering assurance standards for the Australian fresh produce and wine grape industries.

Freshcare's purpose is to ensure its best-practice standards meet industry needs now, and for the future, to deliver safe, quality, sustainable Australian produce, for local and global consumers.

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