



Media release

JOINT STATEMENT

Premier

The Honourable Steven Miles

Minister for Agricultural Industry Development and Fisheries and Minister for Rural Communities

The Honourable Mark Furner

Farm gate to plate: Fair price for Queensland farmers

Queensland families are paying more for fresh produce at the supermarket while farmers make less.

As a result, ABS data shows Australians are consuming less fresh fruit, vegetables, meat and dairy. Instead, favouring cheaper, packaged foods like cereals and convenience foods.

It's why the Miles Labor Government will trial a farm gate price monitoring scheme led by industry to establish industry pricing standards.

The scheme will work across industry to collate and analyse farm financial performance, historical data and weekly wholesale and retail pricing data to monitor trends across the top 20 products.

This information, in tandem with contract negotiation and cost of production training, will give farmers the information and skills to effectively negotiate better deals – resulting in fairer returns.

Workshops will be held in each major growing region to upskill growers in the art of negotiation, ensuring they are confident in their dealings with buyers and retailers.

The government will also seek to develop a production cost best practice model for Queensland growers. This will help farmers understand their profitability and risk.

It comes as the Queensland Supermarket Pricing Select Committee (Parliamentary Inquiry) extends the submission period until Friday, 19 April.

The Committee intends to shine a light on price transparency, from farm gate to plate, and examine the cause and effect of increased supermarket prices.

Queenslanders are encouraged to make a submission via the [Queensland Parliament Website](#).

Quotes attributable to Premier Steven Miles:

“I shared a story earlier this year of a farmer selling watermelons by the road for \$10 each, because he couldn’t afford to sell it for the \$4 he was offered by the supermarkets.

“It’s a story that is all too familiar for those in the industry and something growers tell me is happening more and more often.

“My government will work with industry to capture and analyse the cost of products from the farm gate to plate, to shine a light on price transparency and support producers.

“Workshops will be delivered to upskill Queensland growers so they understand their true cost of production and are better positioned to negotiate with buyers and retailers.

“I want farmers to be equipped with the information and training the need to back themselves and advocate for their product.

“Our produce is the envy of the world so it’s time our farmers were rewarded for their hard work.

“I want to thank the Queensland Fruit and Vegetable Growers industry body for their initiative.”

Quotes attributable to Queensland Fruit and Vegetable Growers CEO Rachel Chambers:

“We thank the State Government for recognising that the long-term sustainability of Queensland producers is vital for all Queenslanders.

Gearing Up Growers is about levelling the playing field. It is a collective, state-wide effort which aims to empower Queensland growers to be the most equipped negotiators in Australia.

We know Queensland’s produce holds more value than what is currently being paid and we are going to do all we can to support our growers to achieve a fair return at market.

We also know consumers deserve access to affordable, quality Queensland grown produce, guaranteed for generations to come.

We appreciate the Miles Government’s trust in us as the state industry body and their genuine understanding of how complex these issues are and how we must all tread carefully, but work together in this space.”

Quotes attributable to Queensland Farmers’ Federation CEO Jo Sheppard:

“QFF welcomes this announcement and the willingness of government to partner with industry on what is a critical issue for farmers and consumers.

QFF congratulations QFVG on the tenacity with which they have advocated for their members and for coming to the table with a tangible option that will help drive change on the ground for farmers.

Market transparency and fair trading terms need to be improved to ensure the future viability of farmers and everyday Australian's ability to access and afford Australian food.

Food insecurity in Australia and globally is rising. We cannot sit on our laurels. We must work to support a sustainable future for food and fibre production for the benefit of future generations.”

Quotes attributable to Agriculture Minister Mark Furner:

“Queensland farmers are among the best in the world and they deserve to earn a fair return for keeping food on our plates.

“The Miles Government will always stand up for our agricultural producers because we know how crucial they are to all Queenslanders.

“This new price monitoring scheme is welcome news for producers and another sign of our support for Queensland’s world class agricultural sector.”

ENDS

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