

# Media Release

**Mr Tim Pallas MP**  
Treasurer  
Minister for Industrial Relations  
Minister for Economic Growth



Wednesday, 17 January 2024

## FARMERS, MANUFACTURERS DRIVE RECORD FOOD AND FIBRE EXPORTS

A new report shows Victoria is Australia's flagbearer for international food and fibre sales, with booming exports boosting jobs and putting the state within reach of achieving a strategic goal years ahead of schedule.

Minister for Economic Growth Tim Pallas today visited Remedy Drinks in Dandenong South to release the *2022-23 Food and Fibre Export Performance Report*, which shows Victoria is Australia's largest food and fibre exporter by value – accounting for 24 per cent of the national total.

In another stellar year for Victorian farmers and food manufacturers, the state achieved an increase of 7 per cent in export value, taking the total to a record \$19.6 billion.

That is just shy of the Allan Labor Government's ambitious target of reaching \$20 billion a year in food and fibre international sales by 2030, pledged in the 2020 Agriculture Strategy when sales stood at \$14.5 billion.

Grain was our largest export in 2022-23, increasing by 26 per cent to reach \$5.6 billion in value, while meat was the second largest at sector \$4.5 billion.

Remedy Drinks continued to be an outstanding performer, with the kombucha brand contributing to a 12 per cent increase in Victorian beverage exports. Remedy grew its exports by 40 per cent in 2022-23, increasing its workforce by 30 people. The company created in a Melbourne kitchen in 2012 now exports to more than 20 countries.

The state's trade agency Global Victoria has supported Remedy's growth – the company took part in three trade missions last year including the China International Import Expo where it was one of 49 Victorian exhibitors.

Food and fibre exports increased in the majority of Victoria's key markets in 2022-23, led by China, Japan and the US, and inroads continued to be made in other strategic markets including Singapore, South Korea and Indonesia.

The results highlight the global standing of Victoria's high-quality, safe and sustainable produce and the ability of our farmers and food manufacturers to innovate and seize new market opportunities.

Food and fibre sales represent more than one-third of Victoria's overall exports, which help to support 330,000 jobs across the state. Victoria's network of 23 international Trade and Investment Offices and trade mission program help local exporters gain access and contacts in key markets.

To read the report, go to [global.vic.gov.au/victorias-export-performance](https://global.vic.gov.au/victorias-export-performance).

### Quote attributable to Minister for Economic Growth Tim Pallas

*"Every contract signed by a Victorian business to sell their goods overseas helps to grow jobs at home, and that's why we back our exporters so strongly."*

### Quote attributable to Acting Minister for Agriculture Harriet Shing

*"These results are a testament to the world-leading farmers and producers who deliver premium produce to pantries around the globe."*

**Media contact:** Daniel Hoy 0407 358 617 | [daniel.hoy@minstaff.vic.gov.au](mailto:daniel.hoy@minstaff.vic.gov.au)

**Quote attributable to Minister for Jobs and Industry Natalie Hutchins**

*"This report tells us how valuable our food and beverage manufacturing sector is to overseas markets and here at home, creating jobs and contributing to the state's economic growth."*

**Quote attributable to Member for Carrum Sonya Kilkenny**

*"Remedy is an important local employer and it's fantastic that we can help jobs at this really innovative business continue to grow."*

**Quote attributable to Remedy Drinks Managing Director Chris Gillard**

*"During our 11-year journey, we've seen remarkable growth, both locally and internationally, and credit goes to Global Victoria for playing a pivotal role in our international success."*