UWA Industry Forum

Deregulation of the Wheat Industry

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Outline

‘A farmers perspective on challenges and opportunities post deregulation’
Challenges

Complexity

Industry Good Functions

Production risk

Consensus required
Challenges

Logistics
Opportunities

Undeveloped markets

WA freight advantage

Competition

Post harvest sales
Key points

• Deregulation has provided growers with more choice.
• That choice can be as simple or as complicated as the individual wishes.

• Industry good functions are falling through the cracks.
• Who is the manager of those functions, and how are they to be funded.