

# Media Release

**The Hon Ros Spence MP**  
Minister for Agriculture  
Minister for Community Sport  
Minister for Carers and Volunteers



Tuesday, 22 October 2024

## VICTORIA'S FINGER ON THE PULSE WITH NEW RESEARCH

The Allan Labor Government is boosting Victoria's pulse production with new research that will help solidify Australia as an industry leader and meet growing global demand for plant proteins.

Minister for Agriculture Ros Spence today announced \$2.4 million towards a new research project at the Horsham Smart farm with the Grains Research and Development Corporation (GRDC).

The Grains Research and Development Corporation invested \$8.8 million on behalf of Australian grain growers, and \$2.4 million from industry collaborators.

The four-year project will help Australian pulse producers develop varieties with traits that are driven by the market – supporting Australian farmers to market demand and ensure consumers are getting the product they want.

The national project will involve all parts of the pulse supply chain, including 13 subcontractors, food and ingredient manufacturers and processors, as well as an international partner.

The project will capitalise on the growing plant-based protein market, with demand for these foods forecast to surpass \$250 billion globally by 2035.

Australia exports on average 2.5 million tonnes of pulses a year, making us the second largest pulse exporter in the world. More than 90 per cent of Australia's pulses are exported with prices defined by visual quality and used primarily for human consumption with a small proportion sold into the lower value, domestic livestock feed market.

Victoria is a major contributor to Australia's pulse industry, generating \$638 million in export income last financial year.

For more information about the project visit, [grdc.com.au](http://grdc.com.au).

### Quotes attributable to Minister for Agriculture Ros Spence

*"We're working with the grains industry to deliver innovative new research that will put Victorian producers at the forefront of the growing plant-based protein market."*

*"This research will help Australian farmers to better meet market needs, strengthening export opportunities and increasing jobs along the supply chain."*

### Quotes attributable to GRDC Chair Sharon Starick

*"As GRDC seeks to optimise productivity and increase the production of pulse crops as part of profitable farming system for Australian growers, it is essential that Australian pulses are fit-for-purpose for existing and new markets."*

*"This national project seeks to maintain Australia's competitiveness and capitalise on emerging growth opportunities in value addition and provide opportunities to capture value from greater levels of onshore processing that attract higher premiums for growers as well as providing a diversity of markets."*

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