



## **John Bradford, Blighty NSW Rice Marketing Board Elections 2021**

### **Question 1.**

**Please identify what you believe to be the three (3) most significant issues facing our industry over the next 5-10 years.**

**Access to water** for growers would be the biggest ongoing issue facing our industry.

This could be broken down into:

- Water reform which is politically driven.
- Diminished reliability of general security allocations.
- Potential mismanagement by MDBA, WaterNSW and even our irrigation companies.
- Climatic conditions such as prolonged droughts.
- Competition for a shrinking resource with other water users.

### **Access to premium markets**

- Government intervention to restrict access of our rice.
- Free Trade Agreements (FTA) and poor outcomes for rice in these negotiations.
- Competition from new low-cost Asian medium grain producers.

### **COVID**

- Ongoing mutations of COVID variants restricting people's normal lifestyles.
- Prolonged lockdowns.
- Failure of people turning up to work at ports/rail, restricting goods movement.
- Price gouging by shipping companies.
- Inability of SunRice staff to travel to build and retain markets.
- Closure of SunRice's lucrative food service markets.

### **Question 2.**

**What skills and experience do you have to address the issues you have identified.**

I have been involved in the water debate for more than 10 years developing a sound water knowledge that can be used to advocate for growers. Pairing this with my ongoing relationships with politicians and decision makers, I have been working on water products and pricing to assist production in low allocation years (\$750 C20).

I know the importance of food security especially because of my role in PNG as Chairman of Trukai Industries Limited. I have already lobbied Government to get a more favourable FTA as we saw with the UK Government earlier this year. I have been working to put in measures to limit the impact of low-cost medium grain producers.

Due to lack of ability to travel with COVID, ongoing relationships and trust is extremely important. I have met many of our distributors and consumers and have broad market understanding. I have the ability to promote our fantastic story and our world class rice into these markets.

My understanding of the complexity of the business and ability to develop strategies to enhance our shareholder value and paddy returns gives me the experience to address the issues above.