



**Speech by**

**Mr LEN STEPHAN**

**MEMBER FOR GYMPIE**

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Hansard 17 September 1998

**VEGETABLE INDUSTRY**

**Mr STEPHAN** (Gympie—NPA) (10.20 p.m.): In Queensland there are a lot of variables, particularly in the vegetable industry. For example, we have the ability to produce and market the quality vegetables that manufacturers and consumers really need. Queensland growers provide over one third of all Australia's vegetable needs. Our climatic conditions provide southern markets with a supply of out-of-season staples, so consumers can enjoy most lines all year round.

Queensland asparagus, broccoli, Chinese cabbage, capsicums and beans all compete successfully on a global market, particularly in Asia. The outlook for good quality vegetables is stable, although vegetables face some market pressure, with shoppers seeking greater variety and convenience. Export markets offer expansion opportunities where demand is for high-quality, diversified products such as Queensland has produced for a long time and will continue to produce. We must not forget that.

A bold new four-year marketing program for vegetables urges consumers to eat more vegetables——

Time expired.

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