



Media Release

You can't talk down a solid 2024 for the sugar industry!

The Australian Sugar Milling Council (ASMC) is disappointed that the Queensland Cane Agriculture & Renewables (QCAR) *Sugar Industry Forum* to be held today at Ayr is essentially providing a platform to talk down the sugar industry and its prospects.

"I have never met more passionate and hardworking growers and workers than those in the sugar industry. I can't talk for growers, but as a milling representative I won't stand by and let people talk down our industry", said Ash Salardini, CEO of the ASMC.

"Like all industries we have challenges from time to time, not the least of which is that the cost of doing business in Australia continues to go up. Despite this, 2024 will be another solid year with production in line with the five-year average and global sugar prices above break-even point for the industry, which is a positive for growers and millers."

"Our industry has strong growth potential whether it is in new international markets for sugar, or diversification opportunities into bioenergy. We are not an industry on our knees, despite what QCAR and AgForce Cane would have you believe," Mr Salardini said.

Sugar markets are cyclical and the ASMC agrees the sugar industry must collaborate to ensure that we not only progress through the bad times but excel by capturing every opportunity available to us.

"Our sector is dedicated to constructive dialogue to overcome challenges and concerns, and to capture collective opportunities. Unfortunately, this forum is not a genuine attempt at dialogue or collaboration."

"It is disappointing that QCAR have decided to address so-called industry issues in such a hasty, ham-fisted and ad-hoc manner. A true industry approach deserves better consideration than this," concluded Mr Salardini.

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For further information please contact:

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About the Australian Sugar Milling Council: *The Australian Sugar Milling Council is the peak industry body for the Australian sugar milling sector – contributing \$4 billion annually to the Australian economy and supporting more than 20,000 jobs. Our mission is to be the influential voice for positive change in the Australian sugar industry through leadership, advocating for the implementation of sensible public policy, and engendering productive government and industry collaboration. The ASMC works with its members, industry stakeholders, other industry representatives and government to develop and promote policies that enhance the sustainability, viability and economic contribution of the sugar industry in Australia.*