Indonesia
AUSTRALIA’S BIGGEST WHEAT CUSTOMER

Each year Indonesia buys 4.2mmt of Australian wheat worth $1.2b

That’s nearly 1/4 of all Australian wheat exports

There will be more than 30m new Indonesian mouths to feed by 2030

That’s more than the entire population of Australia!

Increasing wealth and rapid urbanisation means diets are changing

INDONESIANS ARE EATING

More noodles
More bread
More cakes and cookies
More grain-fed meat
Less rice
Indonesia
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CHECK LIST FOR OPPORTUNITY
Indonesia will continue to be a major wheat export opportunity for Australia, influenced by these factors.

INCOME GROWTH
Indonesia’s per capita income is rising rapidly, increasing 40% in a decade.

URBANISATION
Indonesia is rapidly urbanising, leading to less rice consumption and more wheat consumption.

LIMITED DOMESTIC SUPPLY
Indonesia has little land suited to wheat production. It relies on wheat imports.

POPULATION GROWTH
Each year Indonesia has another 2.8m people to feed.

PROXIMITY
Indonesia is on Australia’s doorstep.

TRADE POLICY
Indonesia does not restrict milling wheat trade.

WHAT DOES THIS MEAN?
Australia needs to ensure Aussie wheat meets Indonesia’s needs while delivering value for growers.

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