

Report to Parliament

Trade and Investment Mission

Indonesia

21 to 25 October 2025

The Honourable Tony Perrett MP
Minister for Primary Industries

DELIVERING
FOR QUEENSLAND



Queensland
Government

© State of Queensland, 2025

The Queensland Government supports and encourages the dissemination and exchange of its information. The copyright in this publication is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) licence.



Under this licence you are free, without having to seek our permission, to use this publication in accordance with the licence terms. You must keep intact the copyright notice and attribute the State of Queensland as the source of the publication.

Note: Some content in this publication may have different licence terms as indicated.

For more information on this licence, visit <https://creativecommons.org/licenses/by/4.0/>.

The information contained herein is subject to change without notice. The Queensland Government shall not be liable for technical or other errors or omissions contained herein. The reader/user accepts all risks and responsibility for losses, damages, costs and other consequences resulting directly or indirectly from using this information.

Interpreter statement:



The Queensland Government is committed to providing accessible services to Queenslanders from all culturally and linguistically diverse backgrounds. If you have difficulty in understanding this document, you can contact us within Australia on 13QGOV (13 74 68) and we will arrange an interpreter to effectively communicate the report to you.

Table of Contents

Report to Parliament.....	1
Background	4
Delegates and Members.....	5
Itinerary.....	6
Meetings and Event Summaries.....	9
1. Site visit to Juang Jaya Abdi Alam Feedlot.....	9
2. Dinner with Industry Representatives.....	11
3. Site visit to Rumpinary Feedlot	13
4. Meeting with Pupuk Indonesia and North West Phosphate	15
5. Taste of Queensland Networking Reception	17
6. Taste of Queensland Promotion at Ranch Market	19
7. Visit to Subur Arta Utama	21
Conclusion	23

Background

The Indonesia Trade and Investment Mission sought to create new trade and investment opportunities and develop key industry relationships by promoting Queensland's primary industries and meeting with importers, exporters, officials and investors. Agriculture, as one of Queensland's most significant export sectors, contributes billions of dollars annually to our state's economy. The effort strongly aligned with the Crisafulli Government's vision to grow the value of primary industries production to \$30 billion by 2030.

Indonesia is Queensland's closest Asian neighbour, Southeast Asia's largest economy, and one of our most important trading partners with a population of more than 270 million people and a rapidly expanding middle class. Indonesia is a critical partner to Queensland as we strengthen agricultural exports and create greater food and fibre security for the region.

The mission successfully built upon Queensland's strong bilateral relationship with Indonesia and re-affirmed Queensland as a key partner that delivers high-quality livestock, robust biosecurity standards, best-practice for animal health and welfare, and supply chain efficiency. The Mission included eight key meetings across three days and met with around 90 industry stakeholders and representatives from Indonesia and Queensland.

Mission Outcomes

The Mission successfully advanced Queensland's economic growth agenda by fostering trade and investment opportunities in key sectors including beef, dairy, value-added goods, and fertiliser. Through a series of meetings, events and site visits, the Mission reinforced Queensland's commitment to Indonesia as a strategic partner for food security. Key highlights included:

- A site visit to Juang Jaya Abdi Alam Feedlot, a joint venture with Queensland's Consolidated Pastoral Company to explore animal welfare practices, feeder cattle supply for beef and dairy cows, and supply chain management.
- A high level dinner with industry representatives to discuss the importance of the visit and highlight Queensland's long-term commitment to regional food security.
- Recognising the AAM Investment Group's leadership in supporting the first Skills Development Exchange Visa under the Indonesia-Australia Comprehensive Economic Partnership Agreement – a national first for the agricultural sector.

- A site visit to Rumpinary Feedlot, where valuable insights were gained into halal compliance standards and market distribution.
- A meeting with Pupuk Indonesia and North West Phosphate to further the strategic relationship around fertiliser and phosphate to help secure reliable food production systems.
- A 'Taste of Queensland' reception that showcased Queensland produce to more than 50 guests reinforcing trust in Queensland's world class beef.
- A 'Taste of Queensland' launch promotion at Ranch Market for Queensland's own Elbow Valley's Purebred Chauvel Wagyu.
- A meeting at Subur Arta Utama to discuss market intelligence and insights into Indonesian value chain and quality control management.

The Mission highlighted the Crisafulli Government's commitment to long-term partnerships that drive innovation, attract investment, and expand export opportunities. The Mission reinforced Queensland's international trusted reputation for reliability in the production of premium, high-quality agricultural produce, delivering on regional food security priorities.

Delegates and Members

Mission participants

Queensland Government

- The Honourable Tony Perrett MP, Minister for Primary Industries
- Mr Matt Jensen, Chief of Staff, Office of the Honourable Tony Perrett MP, Minister for Primary Industries
- Mr Graeme Bolton, Director-General, Department of Primary Industries (DPI).

Trade and Investment Queensland

- Mr Boyd Whalan, Indonesia Trade and Investment Commissioner
- Mr Reza Prasetyo, Principal Business Development Manager, International Operations
- Ms Vyatra Hutapea, Operations Manager, Indonesia, International Operations.

Itinerary

*Note all meetings and events below include attendance by the Minister, Chief of Staff and Director-General.

Date	Travel and Meeting Details
Tuesday 21 October 2025	Travel: Brisbane to Jakarta
Wednesday 22 October 2025	Site visit to Juang Jaya Abdi Alam Feedlot Attendees: • Mr Troy Setter, Consolidated Pastoral Company (CPC) • Mr Adikelana Adiwoso (Dicky), Juang Jaya Abadi Alam (JJAA) • Mr William Bulo, JJAA • Mr Greg Pankhurst, Queensland Livestock Exporters Association (QLEA) • Mr Spencer Whitaker, Meat and Livestock Australia (MLA) • Mr Scott Kompo-Harms, Australian Livestock Exporters' Council (ALEC) • Mr Didit Rahardian, Trade and Investment Queensland (TIQ) Dinner with Industry Representatives Attendees: • Mr Boyd Whalan, Indonesian Trade and Investment Commissioner • Mr Josep Lay, Great Giant Livestock • Mr Raditya Endra Budiman, Dharma Jaya • Mrs Elsa Dian Trifani, Director, PT Supra Boga Lestari Tbk (Ranch Market) • Mr David Paton, AAM Investment Group (AAM) • Mr Scott Kompo-Harms, ALEC • Mr Robi Agustiar, AAM • Mr Afan Wahyu Syafii, Dharma Jaya • Ms Natalia Febiany, PT Supra Boga Lestari Tbk (Ranch Market) • Mr Greg Pankhurst, QLEA • Mr Ryan Olive, QLEA • Mr Spencer Whitaker, MLA • Mr Troy Setter, CPC.
Thursday 23 October 2025	Site visit to Rumpinary Feedlot Attendees: • Mr Boyd Whalan, Indonesian Trade and Investment Commissioner • Mr Reza Prasetyo, TIQ • Mr Greg Pankhurst, QLEA • Mr Ryan Olive, QLEA

- Ms Leah Freney, QLEA
- Mr Rocky Maza, AUSTREX Indonesia
- Mr Alim Ismau, AUSTREX Indonesia
- Mr Scott Kompo-Harms, ALEC
- Mr Spencer Whitaker, MLA

Meeting with Pupuk Indonesia

Attendees:

- Mr Boyd Whalan, Indonesian Trade and Investment Commissioner
- Mr Ben Paxton-Hall, North West Phosphate (NWP)
- Mr Greg Pankhurst, QLEA (Commissioner at NWP)
- Mr Achmad Fadhiel, PT PAN (NWP local partner)

Taste of Queensland Networking Reception

- Representatives from AAM
- Representatives from ALEC
- Representatives from APPDI
- Representatives from Austrade
- Representatives from Australian Agricultural Company (AACo)
- Representatives from AUSTREX
- Representatives from Christy Sejahtera
- Representatives from Classic Fine Foods
- Representatives from the Department of Agriculture and Fisheries (DAFF)
- Representatives from the Department of Foreign Affairs and Trade (DFAT) delegation - Australia's Southeast Asia Economic Strategy (SAES)
- Representatives from Dharma Jaya
- Representatives from Frontier International Agri Pty Ltd (Frontier)
- Representatives from IABC
- Representatives from Indonesia Livestock Operation - AAM
- Representatives from Juang Jaya Abadi Alam
- Representatives from Kaifa Food
- Representatives from Karunia Alam Sentosa Abadi
- Representatives from Lampung Livestock
- Representatives from MLA
- Representatives from NWP
- Representatives from Permata Cemerlang Abadi
- Representatives from Citra Agro Buana Semesta (PT CABS)
- Representatives from Pasifik Asia Niaga (PT PAN)

	• Representatives from Pupuk Indonesia • Representatives from QLD Educated VET • Representatives from Santosa Agrindo (Japfa) • Representatives from Sembilan Sejahtera • Representatives from Subur Arta Utama (SAU) • Representatives from TIQ Jakarta • Representatives from Young Livestock Exporter Network (YLEN).
Friday 24 October 2025	Taste of Queensland Promotion at Ranch Market Attendees: • Mr Boyd Whalan, Indonesian Trade and Investment Commissioner • Mr Reza Prasetyo, TIQ • Mrs Elsa Dian Trifani, PT Supra Boga Lestari Tbk (Ranch Market) • Mr Christian Haryanto, MLA • Chef Vania Wibisono • Mr Radin Arsy, Master of Ceremonies. Visit to Subur Arta Utama (SAU) Attendees: • Mr Boyd Whalan, Indonesian Trade and Investment Commissioner • Mr Alex Hansen, SAU • Mr Nirwan Pranata, SAU • Mr Reza Prasetyo, TIQ Travel: Indonesia to Australia
Saturday 25 October 2025	Travel: Jakarta to Brisbane

Meetings and Event Summaries

All attendees are in addition to the Official Party Members.

1. Site visit to Juang Jaya Abdi Alam Feedlot

Date:

Wednesday, 22 October 2025

Attendees:

Mr Troy Setter	Chief Executive Officer (CEO), CPC
Mr Adikelana Adiwoso (Dicky)	President Director, JJAA
Mr William Bulu	General Manager, JJAA
Mr Greg Pankhurst	Chairman, QLEA
Mr Spencer Whitaker	Manager, Market Development (APAC), MLA
Mr Scott Kompo-Harms	Deputy CEO, ALEC
Mr Didit Rahardian	Business Development Manager, TIQ.

Site visit purpose:

- To meet representatives from the JJAA Feedlot, a joint venture with Australian company, CPC.
- To strengthen Queensland's long-standing partnership with Indonesia in the beef supply chain and demonstrate government-level support for the live cattle trade.
- To acknowledge JJAA's investment in food security and highlight Queensland's role as a reliable supplier of high-quality feeder cattle and genetics.

Meeting summary:

The site visit included a productive tour of the JJAA Feedlot. The tour showed first-hand the feeder cattle supply and operations, animal welfare practices and supply chain management at the JJAA feedlot. JJAA is the largest feedlot in Indonesia, utilising world class standards and biosecurity measures.

CPC informed the Official Party they were in the process of importing the first dairy cattle (Brown Swiss) from Queensland, with 13 heifers in the first shipment, due to arrive in Lampung in November 2025. These dairy cows are being imported in support of the Indonesian Government's Nutritious Meals Program, which aims to increase nutrition for millions of people. JJAA joint venture supplies fresh milk to nearby schools and supports local workers as part of its operations. This meeting reinforced Queensland's commitment to shared biosecurity and animal welfare standards, food security in Indonesia, and continuous improvement in the sector.



2. Dinner with Industry Representatives

Date:

Wednesday, 22 October 2025

Attendees:

Mr Boyd Whalan	Indonesian Trade and Investment Commissioner
Mr Josep Lay	CEO, Great Giant Livestock
Mr Raditya Endra Budiman	Managing Director, Dharma Jaya
Mr Afan Wahyu Syafii	Head of Business Development, Dharma Jaya
Mrs Elsa Dian Trifani	Director, PT Supra Boga Lestari Tbk (Ranch Market)
Ms Natalia Febiany	Head of Category Meat and Seafood, PT Supra Boga Lestari Tbk (Ranch Market)
Mr Greg Pankhurst	Chairman, QLEA
Mr Ryan Olive	Operations Manager, QLEA
Mr Scott Kompo-Harms	Deputy CEO, ALEC
Mr Spencer Whitaker	Manager Market Development (APAC), MLA
Mr Troy Setter	CEO, CPC
Mr David Paton	Director – Managed Investments, AAM
Mr Robi Agustiar	Liaison Officer, AAM.

Dinner purpose:

- Gain insights from industry representatives into market dynamics including value chains, import processes, feedlot operations, processing, halal compliance, distribution networks, red meat, seafood, and poultry.
- Explore areas of collaboration where Queensland can support value-added services such as feed inputs, genetics, technology solutions, and best-practice systems for animal health, traceability, and supply chain efficiency.

Summary:

This dinner engagement outlined the importance of the mission with 13 industry representatives from Meat and Livestock Australia, Australian Livestock Exporters' Council, Queensland Livestock Exporters Association, Consolidated Pastoral Company, AAM Investment Group, Ranch Market and importers Great Giant Livestock and Permuda Dharma Jaya.

Stakeholders discussed Queensland's long-term commitment to the trade relationship and regional food security. The Official Party reinforced Queensland's commitment to being a reliable supplier of high-quality commodities including live cattle to Indonesia, while advocating for sustainable and mutually beneficial outcomes for both countries.



3. Site visit to Rumpinary Feedlot

Date:

Thursday, 23 October 2025

Attendees:

Mr Boyd Whalan	Indonesian Trade and Investment Commissioner
Mr Reza Prasetyo	Food and Agriculture Business Development Manager, TIQ
Mr Greg Pankhurst	Chairman, QLEA
Mr Ryan Olive	Operations Manager, QLEA
Ms Leah Freney	QLEA
Mr Rocky Maza	Indonesia Chief Representative, AUSTREX Indonesia
Mr Alim Ismau	ESCAS Team Leader, AUSTREX Indonesia
Mr Scott Kompo-Harms	Deputy CEO, ALEC
Mr Spencer Whitaker	Manager, Market Development (APAC), MLA.

Site visit purpose:

- To gain insights into Rumpinary's Feedlot capacity, supply chain management, halal compliance, and distribution to local and urban markets.
- Explore areas where Queensland can support Rumpinary through value-added services, including feed inputs, genetics, animal health, and traceability technology.
- To discuss market intelligence and demand drivers, regulatory challenges, and consumer expectations that can inform Queensland exporters of opportunities in Indonesia.

Meeting summary:

The site visit included a valuable tour by local management of the Rumpinary Feedlot, a joint venture, majority-owned by AUSTREX. The local management team discussed the intention for the Rumpinary Feedlot to expand their operations and their desire to import increasing numbers of livestock from Queensland. The Rumpinary Feedlot imports the highest quality Brahman and Brahman crossbreed cattle from Australia.

This meeting highlighted Queensland's role as a reliable supplier of live cattle, particularly from northern ports such as Townsville. The Official Party promoted sustainability and animal welfare, reaffirming Queensland's alignment with Indonesia on halal assurance, biosecurity, and sustainable livestock practices.



4. Meeting with Pupuk Indonesia and North West Phosphate

Date:

Thursday, 23 October 2025

Attendees:

Mr Boyd Whalan	Indonesian Trade and Investment Commissioner
Mr Ben Paxton-Hall	Director of Operations, NWP
Mr Greg Pankhurst	Chairman, QLEA (Commissioner at NWP)
Mr Achmad Fadhiel	PT PAN (NWP local partner).

Meeting purpose:

- To recognise Pupuk Indonesia's central role in ensuring fertiliser supply for Indonesia's food security.
- To discuss the potential of Queensland's phosphate and local manure inputs to contribute to Indonesia's fertiliser manufacturing needs.

Meeting summary:

The meeting aimed to re-affirm the strategic relationship with members of Indonesian state-owned fertiliser company Pupuk Indonesia and Queensland-based fertiliser company North West Phosphate.

Representatives discussed the future of fertiliser and phosphate, and the opportunities presented as strategic partners to secure reliable food production systems. It was an opportunity to confirm Queensland's commitment to bilateral relations for investment, including collaboration in innovation, sustainability, and agricultural productivity.



5. Taste of Queensland Networking Reception

Date:

Thursday, 23 October 2025

Industry representatives:

- | | | |
|---------------------------|------------------------|---------------------------|
| • AAM | • Frontier | • Permata Cemerlang |
| • ALEC | • IABC | Abadi |
| • APPDI | • Indonesia Livestock | • PT CABS |
| • Austrade | Operation - AAM | • PT PAN |
| • AACo | • JJAA | • Pupuk Indonesia |
| • AUSTREX | • Kaifa Food | • QLD Educated VET |
| • Christy Sejahtera | • Karunia Alam Sentosa | • Santosa Agrindo (Japfa) |
| • Classic Fine Foods | Abadi | • Sembilan Sejahtera |
| • DAFF | • Lampung Livestock | • SAU |
| • DFAT Delegation – ASAES | • MLA | • TIQ Jakarta |
| • Dharma Jaya | • NWP | • YLEN. |

Event purpose:

- To strengthen relationships between key parties in the food and agriculture sector.
- To discuss projects that are strengthening Queensland's trade with Indonesia whilst promoting Queensland's food, beverages and agriculture produce.

Event summary:

The ToQ reception was attended by more than 50 industry representatives. The Minister provided opening remarks at the reception and recognised four Indonesian industry representatives celebrating their contribution and commitment to the Indonesia and Queensland relationship:

- Mr Alex Hansen, Managing Director of SAU, for efforts championing Queensland beef in market
- Mr Adikelana Adiwoso (Dicky), President Director of JJAA, for efforts championing Queensland cattle in market through a joint venture partnership with CPC
- Ms Sophie Le Thuy, National Sales and Marketing Manager for Classic Fine Foods, for championing Queensland beef and produce in market
- Ms Mariam Kartikatresni, President of IABC, for supporting Queensland businesses in market and championing bilateral business relations between Australia and Indonesia.

In collaboration with MLA, Chef Vania delivered a cooking demonstration featuring Queensland beef, Bundaberg Brewed Drinks, Capilano Honey, and Betty Blues blueberries. Attendees provided positive feedback on the Mission and positive signs of the commitment from Queensland.



6. Taste of Queensland Promotion at Ranch Market

Date:

Friday, 24 October 2025

Attendees:

Mr Boyd Whalan	Indonesia Trade and Investment Commissioner
Mr Reza Prasetyo	Food and Agriculture Business Development Manage, TIQ
Mrs Elsa Dian Trifani	Director, PT Supra Boga Lestari Tbk (Ranch Market)
Chef Vania Wibisono	Celebrity Chef
Mr Christian Haryanto	Chief Representative Indonesia, MLA
Mr Radin Arsy	Master of Ceremonies
Mr David Paton	AAM.

Event purpose:

- To strengthen Queensland's profile as a reliable supplier of safe, halal-compliant, and premium food products.
- Officially launch Elbow Valley's Purebred Chauvel Wagyu at Ranch Market and support promotional efforts through participation in a cooking demonstration with celebrity chef, Chef Vania.

Event summary:

The event was organised in collaboration with MLA where the launch of a new beef brand, Elbow Valley's Purebred Chauvel Wagyu was celebrated. The Minister provided opening remarks and participated in a cooking demonstration hosted by Chef Vania, which was shared on social media by local influencers.

A tour of the supermarket, showcased the display of Queensland beef, including beef produced under the local Santori brand, which has cattle originating from Australian company AAM.

This event successfully showcased Queensland's high-quality food and beverage, including premium beef, processed foods, and beverages available to Indonesian consumers and retail partners.



7. Visit to Subur Arta Utama

Date:

Friday, 24 October 2025

Attendees:

Mr Boyd Whalan	Indonesia Trade and Investment Commissioner
Mr Alex Hansen	Director, SAU
Mr Nirwan Pranata	Project Manager, SAU
Mr Reza Prasetyo	Food and Agriculture Business Development Manager, TIQ

Site visit purpose:

- To receive latest market intelligence from SAU, one of Indonesia's largest importers of Queensland beef brands.
- To discuss cold-chain distribution challenges, halal compliance, and consumer demand trends in Jakarta and surrounding regions.

Site visit summary:

This site visit included an informative tour of the SAU beef distribution warehouse by Managing Director, Alex Hansen. SAU is one of Indonesia's largest and longest-established beef importers and distributors which play a critical role in the Indonesian beef supply chain.

The Official Party acknowledged SAU's role in importing Queensland beef brands, from companies including AACo, Teys, Nolan Meats, Kilcoy Global Foods, and Elbow Valley and acknowledged their partnership in ensuring reliable supply to Indonesian consumers. This site visit strengthened ties between Queensland exporters and Indonesian distributors, promoting commitment to long-term supply chain resilience.



Conclusion

Queensland's primary industries play a critical role in driving Queensland's economy. Our producers are proud of their reputation for safe, and sustainable produce, and it was a privilege to share these with Indonesian partners.

Indonesia's priority is for a safe, stable and affordable food supply. Queensland is proud to be a trusted partner in achieving this goal, committed to strong halal standards, robust animal welfare, and sustainable practices that ensure confidence in our supply.

This mission has reinforced Queensland's role as a reliable supplier of agricultural produce, from chilled beef to live cattle, dairy, and fertiliser. It delivered tangible outcomes including new brand launches, expanded partnerships and commitments to innovation and food security.

The Indonesian Trade and Investment Mission successfully advanced Queensland's strategic priorities, with the outcomes supporting the Crisafulli Government's ambitious target of lifting Queensland's primary production output to \$30 billion dollars by 2030. As our closest trading partner, Queensland's relationship with Indonesia is strong, enduring and built on shared values. Together, we are delivering prosperity for producers, businesses and communities in both regions.