



# Australian Grown Coffee

10 reasons for growing  
and drinking Australian Coffee



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## Could you be our next Australian coffee investor or producer?

The cooler climate of Australia's subtropical latitudes provides a longer ripening season which brings out distinctive sweet fruit notes and chocolatey flavour, while the high altitude of Far North QLD produces delicious, nutty, and biscuity notes.

The AgriFutures Emerging Industries recent report Defining terroir of Australian coffee to increase demand and investment, has for the first time, identified the terroir of *Australian-grown coffee*, or the taste of place.

## Here are 10 more reasons for growing and drinking Australian coffee:

- 1 Australian quality** – the industry is mostly situated in subtropical NSW, South East QLD and tropical Far North QLD at high altitude; global coffee agronomists have determined that the significantly cooler subtropical conditions provide a quality brew equivalent to fine coffee grown at high altitudes in the tropics.
- 2 100% Arabica** – grown for high value and good taste. Australia only grows arabica coffee - no robusta is grown. The Australian Grown Coffee Association (AGCA) website highlights the fine offerings of single estates as well as grower-roasters who produce unique and delicious blends sourced from all coffee growing regions of Australia.
- 3 Pesticide free** – Australia's coffee production is unique as it is free from major pests and diseases.
- 4 Clean** – our coffee is produced in accord with stringent Australian health and hygiene standards. All coffee grown in Australia is processed here and no part of the processing is sent offshore. Biosecurity is paramount, right from the varieties we choose to grow through to all on-farm practices.
- 5 Fresh** – the supply chain from Australian farmers to Australian consumers is much shorter than any other coffee available. Our coffee is truly farm gate fresh with genuine low 'food miles'.
- 6 Environmentally responsible** – our coffee is grown by farmers who care for their land, the health of their soils, waterways, and the wildlife that share their landscape. They pride themselves on sustainable production systems that minimise their carbon footprint.

- 7 Naturally low in caffeine** – analysis shows our coffee has at least 20% less caffeine than comparative high-quality coffees.
- 8 Real fair trade** – our farmers are dedicated to using best management practices. When you buy Australian grown coffee you are helping to grow regional economies and rewarding local farmers for their fair labour, professional processing and on-farm practices. As of January 2024 100% of Australian coffee farms are family owned and operated.
- 9 New opportunity** – not only is it great tasting coffee, but it also makes good economic and environmental sense to invest in and drink local. The industry is set to expand and thrive with the availability of three new semi-dwarf, disease resistant Arabica varieties. Seed has now been released to AGCA grower members for first plantings in spring 2024.
- 10 Strong demand** – Whether it's the distinctive flavour, the unique terroir or the environmental care and dedication taken, Australian coffee is in strong demand both within Australia and for export as a highly valued product. The industry looks forward to new investment to expand within traditional growing regions and to open up new coffee regions across Australia.



**Scan QR code** to download Defining terroir of Australian coffee to increase demand and investment report



**Scan QR code** to download fact sheet





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