Media Release
MATRIX WEB OF MARKET INDICATORS

The Department of Primary Industry, Fisheries and Mines (DPIFM) today released for consultation a new internet-based tool to analyse export opportunities for different primary industry products for domestic and international markets.

The Primary Industry Market Indicator (PIMI) is available on the department’s internet during the consultation phase at www.nt.gov.au/dpifm/pimi

It is believed to be the first time in Australia that an interactive internet-based database has been used in this manner to provide a clear indication as to the export potential of a variety of markets for a cross-section of Territory produce.

“The PIMI is intended to provide information to assist in maintaining and further developing existing markets and to increase future market potential through strategic development programs,” Minister For Primary Industry and Fisheries, Chris Natt said.

“This is a complex integration of information and it has been a year-long development to get to this stage and the department is now inviting feedback from individuals and industry associations.

“The data to underpin the analysis is continually being collected, verified and placed in an ‘evidence file’ which ensures that as market conditions change, so does the rating of the individual markets that are displayed through the primary matrix of the system.

“To strengthen this consultation version it is crucial we obtain wider advice from not only the commercial sector, but also the wider community.

“The PIMI has been designed initially for Primary Industry, but there is no reason that once it is proven, it could not be expanded to encompass fisheries and other possibly other commodities and services,” Mr Natt said.

Contact: Matthew Henger – (08) 8941 1457 or 0417 813 594