

Custard apple

STRATEGIC INVESTMENT PLAN
2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$577,000
over the next five years.

OUTCOMES	STRATEGIES
Measurable growth achieved in domestic consumption and improved consumer satisfaction	Develop consumer education programs
	Increase on-farm knowledge and skills
	Improved quality and consistency
	Educate retailers on best-practice
Measurable growth in production volumes, improved production efficiency, and product consistency	New rootstocks and varieties
	Increase knowledge and adoption of best practice
	Improve irrigation, nutritional and environmental management
Informed business decision making through access to baseline data and extension material	Encourage collaboration with similar industries
	Deliver extension activities
	Gather and maintain reliable statistics

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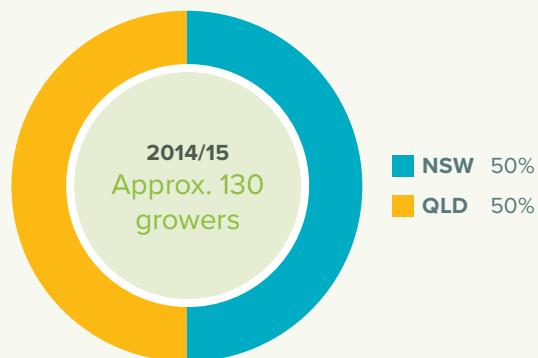
Major opportunities

- Improve access to growing Asian markets
- Ability to improve market share/consumption
- Reduced waste through use of second grade fruit for value-added products
- Capitalise on low competition in winter months
- Improvements to efficiency and encourage new growers.

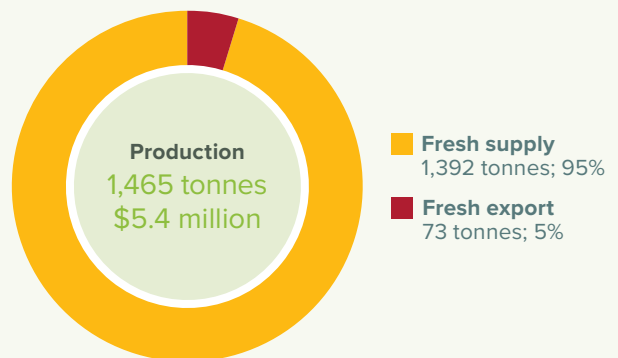
Major challenges

- Loss of chemical access
- Ageing trees
- Lack of reliable, comprehensive statistics
- Low production per hectare
- High production costs
- Increasing pressure on access to water
- Lack of new growers entering the market
- Lack of organisation may lead to loss of market share
- Exotic pests and diseases introduced into Australia.

Industry size and production distribution



Custard apple supply chain and value 2014/15



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