

Lychee

STRATEGIC INVESTMENT PLAN

2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$1.12 million over the next five years

Major opportunities

- Development of new varieties
- Export markets, especially around the Lunar New Year
- Use of irradiation for disinfestation opens markets which would be otherwise closed
- Consumers (particularly Asian markets) regard Australian lychees as superior.

OUTCOMES	STRATEGIES
Increased capacity and productivity meets growing international and domestic demand	<p>Encourage new growers to the industry and existing growers to increase yields by demonstrating international and domestic demand is strong and growing</p> <p>Research and adopt improved lychee production practices for better yields and improved quality</p> <p>Improved treatment protocols and supply chain technologies for pest management, market access and shelf life without impacting quality</p>
Increased domestic demand improves price stability and industry attractiveness	<p>Drive growth in domestic demand through targeted marketing initiatives</p> <p>Engage domestic supply chain and retailer stakeholders to ensure high quality fruit reaches the consumer</p>
Increased market access and export development improves returns to growers	<p>Secure permanent market access to the United States and continue to support exports</p> <p>Identify, prioritise and develop market access</p>

Highest-priority strategies or activities for the initial stages of the plan are indicated in bold.

Lychee

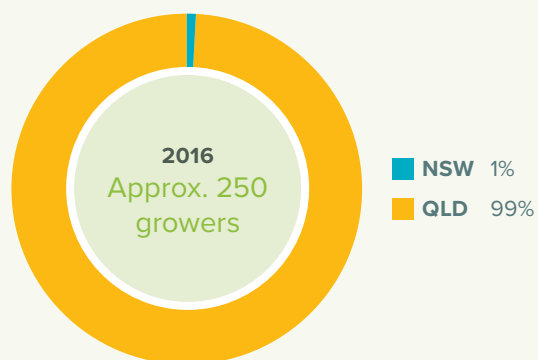
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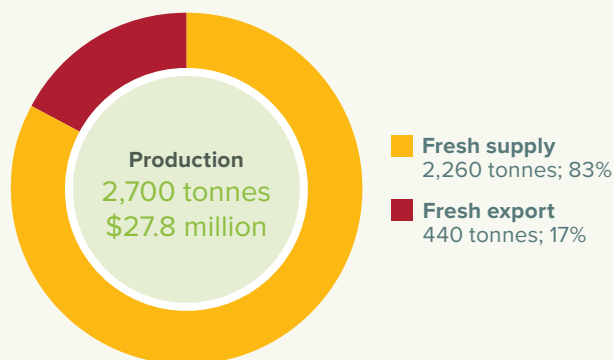
Major challenges

- Seasonal variation can have a significant positive/negative localised impact on production
- Pest and disease outbreaks
- Import of poor quality product affecting domestic market perception
- Small number of treatment facilities
- Year-round global availability may reduce the perception of scarcity and may impact prices
- Limited specific consumer data
- Unreliable data regarding production, pricing and exports
- Short shelf life outside cool chain management
- Increasing production costs.

Industry size and production distribution



Lychee supply chain and value 2016



DISCLAIMER

Any views contained in this abbreviated Strategic Investment Plan (SIP) do not necessarily represent the views of Hort Innovation or its commitment to a particular course of action or a guarantee of specific outcomes. The ability to deliver on all the articulated strategies (and investments) will be determined by the ability of the statutory levy to provide the resources to do so. For more information on Hort Innovation's obligations, rights and responsibilities and a full disclaimer statement, refer to the full version of this SIP that is available on Hort Innovation's website at www.horticulture.com.au.

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