

Pineapple

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$1.79 million over the next five years.

OUTCOMES	STRATEGIES
Improved pest and disease management and best practice adoption increases grower productivity, profitability and sustainability	Ensure that growers have continued access to effective chemical treatments to help manage pests and diseases and include in the development of their integrated pest and disease management (IPDM) practices
	Minimise biosecurity risks by helping growers adopt practices outlined in the industry's biosecurity plan
	Minimise the industry's environmental impact through effective R&D and adoption to feed into an IPDM strategy and existing BMP approaches
Increased product quality and consistency increases returns to growers through increased consumer demand	Improve the consistency and quality of fruit reaching the consumer
	Drive growth and demand through targeted marketing initiatives

OUTCOMES	STRATEGIES
Product quality and consistency improves returns to growers through increased consumer demand	Foster and support new pathways to help growers adopt continuous improvement practices
	Improve industry understanding of the potential for automation
	Continue to build on industry production benchmarking and supply chain data initiatives to support decision making
The attraction of new growers and retention of current growers through demonstrated profitability will lead to industry sustainability	Support industry growth with a focus on attracting and developing new and innovative industry leaders

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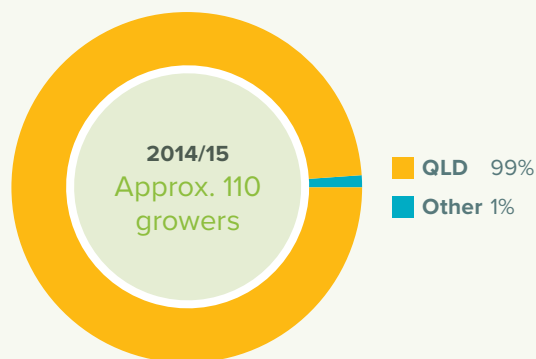
Major opportunities

- Greater mechanisation may help reduce dependence on labour
- Increasing consumer health consciousness and 'wellness' campaigns
- Potential fresh export markets
- Broader adoption of BMP approaches and the development and adoption of IPDM practices to reduce the dependence on chemical controls
- Increasing health focus on gut health
- Availability all year.

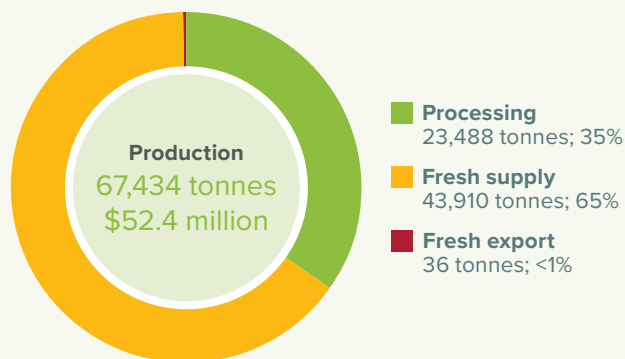
Major challenges

- Low cost imports to competing processed product
- Labour cost increases
- Biosecurity constraints and challenges
- Dietary trends focusing on low sugar/fructose
- Regulatory changes removing the availability of specific chemical controls
- Variable supply with seasonality peaks causing low sale price
- Potential loss of experience within the industry with the retirement or loss of experienced agronomists.

Industry size and production distribution



Pineapple supply chain and value 2014/15



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