

# Potato grower

## STRATEGIC INVESTMENT PLAN

2017-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$4.96 million over the next five years

OUTCOMES	STRATEGIES
Industry profitability is improved by increasing the value of product sold on the domestic market	Collaborate with retailers to better understand the opportunities to build category value
	Build capability in servicing regional and niche market channel opportunities
	Develop new fresh potato product concepts
	Support development of higher value products
Export markets have grown resulting in increased average returns to growers	Support R&D around improving waste-stream use
	Develop a five-year export market development strategy covering fresh, processing and seed potatoes
	Provide the necessary R&D support for priority market access and market improvement business cases
	Support exporter capability building and knowledge of prime prospect markets
	Establish improved intelligence for export markets

OUTCOMES	STRATEGIES
Average yields have improved resulting in reduced cost of production	Run subject-specific professional development workshops for consulting agronomists (jointly with processing program)
	Leverage the potato extension program into establishing regional grower development groups
	Integrate precision ag, integrated pest management (IPM) and soil health as core elements of the potato extension program
	Establish an appropriate prioritised regional extension program to address pest and disease challenges/threats
Increased innovation and agility in potato businesses has resulted in a sustainable industry that can adapt to highly dynamic markets	Support industry-wide efforts to improve the performance of certified seed across the supply chain
	Improve industry engagement with a revised communication program
	Introduce an annual scholarship to support overseas study tours for young growers
	Introduce Next Gen leadership development program, including internships and scholarships for growers, farm managers, scientists and advisors (in collaboration with processing SIP)
	Develop an IT self-assessment benchmarking tool
	Develop an online knowledge database for growers that translates the latest research into practical information

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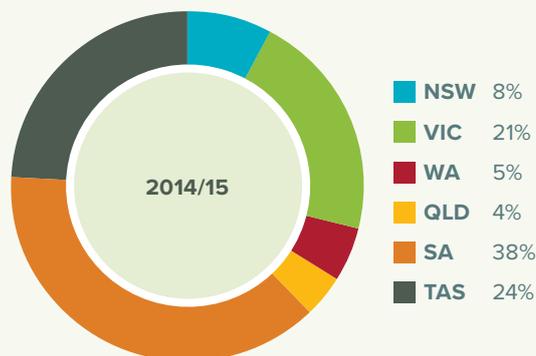
#### Major opportunities

- Development of new consumer products
- Leveraging 'brand Australia' product integrity in export markets
- Technology advances
- Targeted application of agronomy skills to suit the three potato markets – fresh, seed and processed
- Development of new (non-food) uses to achieve a greater return for waste and by-products
- Increased adoption of R&D, in particular precision agriculture
- Internationally recognised standard of seed.

#### Major challenges

- Negative health perceptions and declining consumption
- Poor industry understanding of consumer needs
- Market access restrictions in northern Asian markets
- Lack of industry cohesion
- High cost of production and supply chain costs
- Low adoption of available R&D on-farm
- Inconsistent seed quality across growing regions
- Inconsistent agronomic advice and lack of extension specialists
- Increasing imports (frozen)
- Biosecurity risk and disease incursions
- Pressure on water availability.

#### Potato industry size and production distribution



2015/16 Approximately 880 growers

#### Potato supply chain and value 2014/15



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