



# Potato – processing

## STRATEGIC INVESTMENT PLAN 2017-2021

AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$3.59 million over the next five years.

#### Major opportunities

- To take advantage of the world’s best scientific knowledge in potato agronomy and pest and disease management
- The growing demand for potato products in nearby South-East Asian markets
- The potential to leverage Australia’s horticultural levy system to grow skills.

#### Major challenges

- Biosecurity incursion especially psyllid
- Global oversupply and dumping in the Australian market eroding prices
- Appreciation of the Australian dollar which will drive imports
- Decreased consumption due to greater awareness of health risks
- Higher input costs in all categories relative to competing countries
- Lower and more variable yield than competitors
- Lack of economies of scale and capital utilisation
- Some resistance by growers to better position themselves for the developing global realities of the sector
- Inconsistency in the quality of agronomic advice
- Business and whole-of-farm management skills
- Lack of profitability constraining re-investment.

OUTCOMES	STRATEGIES
Industry has access to the world’s best agronomic information and networks, resulting in increased productivity	Compile a database of knowledge sources from local and overseas centres of excellence
	Assist our research community to establish/tap into global virtual scientific community on potato research
	Identify gaps where the global science does not cover Australian specific issues or challenges
	Initiate projects to fill any gaps identified in the previous strategy
	Introduce annual visiting fellow program
Growers are serviced by professional agronomists with best practice potato expertise, resulting in improved industry skills and knowledge	Run subject specific professional training workshops for consulting agronomists (consider accreditation scheme)
	Supply advisors with information and materials that simplify and summarise the science in a format that growers can relate to (so-called ‘muddy boots science’)
	Establish a social media network facilitated by industry experts and professional advisors within the processing potato community (ensure adequate funding to maintain)
	Develop soil management resource kit with practical and cost-effective tools
	Develop a calendar of coordinated program of regional field days and/or trials, specifically for processing growers (in cooperation with industry suppliers)
	Develop Skype or web-based advisory platforms/tools so growers located in remote areas also have access to visiting experts and any industry training on offer



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OUTCOMES	STRATEGIES
Losses from pest and disease are reduced, resulting in improved quality and increased marketable yield	Encourage use of PreDicta Pt, a DNA based soil testing service, and support R&D to extend application to pink rot and Potato cyst nematode (PCN)
	Establish appropriate, prioritised R&D and extension programs for highly rated pest and diseases
	Expand pest trapping program and develop national response plan and biosecurity manual for psyllid and other threats (as per Tasmania)
	Support wider industry efforts to increase the quality of certified seed throughout the supply chain in order for it to be fit-for-purpose
	Initiate project with chemical companies to gain a better understanding of chemical efficacy and compatibility of active ingredients
	Include integrated pest management (IPM) as a core subject area in the regional field days program
	Review current soil surveillance systems

Precision agriculture and related technologies/ systems become standard practice, resulting in reduced cost of production	Run regional 'future farming' workshops as part of proposed extension projects
	Ensure industry is engaged with other Hort Innovation precision agriculture programs such as robotics at University of Sydney
	Identify blockers to commercial adoption of precision agricultural systems and other technologies then initiate priority projects in response
	Establish potato precision agriculture Community of Practice or information resource

OUTCOMES	STRATEGIES
Collaboration across the supply chain to achieve cultural change has resulted in improved economic sustainability	Provide scholarships for agribusiness professional development courses
	Introduce Next Gen program including overseas study, mentoring, internships, and basic business skills for growers, scientists and advisors
	Initiate project to identify and communicate alternative business models to growers
	Initiate and communicate self-assessment tool for web-based benchmarking on yield and cost such as the University of Idaho web-based tool
	Build a processing potato-specific information digital database
	Initiate extension program in natural resource management, best practice land use and sustainability



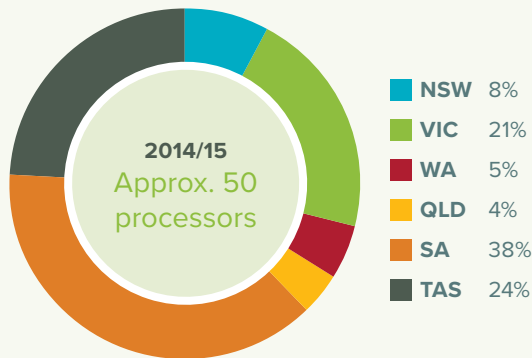
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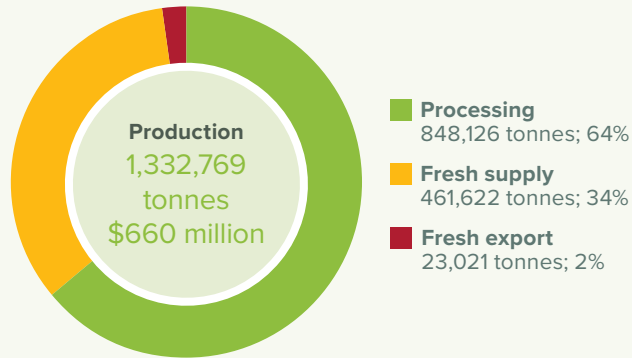
### 2017-2021

AT A GLANCE

#### Industry size and production distribution



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



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