

# Raspberry and blackberry

## STRATEGIC INVESTMENT PLAN

2017-2021 **AT A GLANCE**

**Horticulture  
Innovation  
Australia**

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$3.7 million over the next five years.

OUTCOMES	STRATEGIES
By 2021, domestic per capita consumption of fresh Australian raspberries will increase by at least 40 per cent, supported by positive consumer perceptions of product value	Establish and monitor consumer perceptions and expectations towards fresh Australian raspberries and blackberries
	Promote the health benefits and value associated with eating raspberries and blackberries
	Provide timely information on industry production, forecasts and markets
By 2021, exports of Australian raspberries exceed five per cent of national production by volume, in selected markets with a capacity and willingness to pay a premium for quality fruit	Manage risks to the Australian industry's reputation as a reliable supplier of superior quality, safe products
	Develop a raspberry export strategy during 2017 by working with potential exporting businesses
	Develop and extend resource material required by businesses to enter and develop exports with existing markets
	Establish technical market access for new markets identified as priorities in the export strategy

OUTCOMES	STRATEGIES
By 2021, the industry will increase farm productivity (marketable yield per hectare) by an average 10 per cent	Facilitate availability of superior blackberry varieties that match consumer expectations
	Protect the high biosecurity status of the raspberry and blackberry industry
	Establish the main constraints and influences for increasing raspberry and blackberry industry productivity
By 2021, at least 90 per cent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services	Inform growers on the emerging options, risks and opportunities afforded by protected cropping systems
	Develop an informed and cohesive industry through direct two-way communications with raspberry and blackberry businesses across Australia
	Provide timely information on industry production, forecasts and markets

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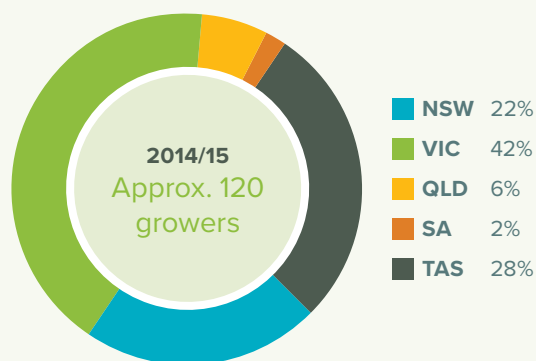
#### Major opportunities

- Increase in supply provides capacity to meet demand in counter seasonal export markets
- Increasing consumer demand for safe, clean food
- Increase in community association of natural foods with good health
- Major retailers seeking security of supply
- Value chain desire for strategic industry engagement to develop markets
- Consumer demand for consistent quality fruit, including look, colour and taste
- Move towards Integrated pest management and reduced inputs for production
- Availability of technology to improve productivity at all stages of value chain
- Availability of new blackberry varieties in Australia to meet consumer needs.

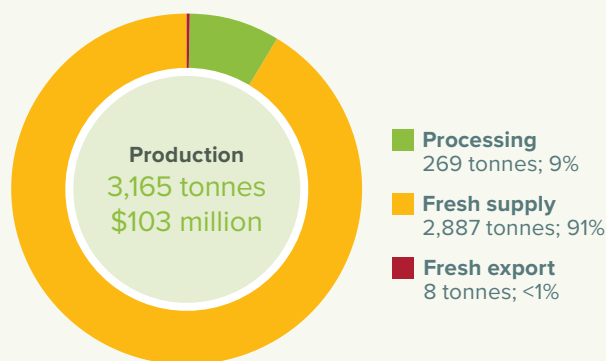
#### Major challenges

- Sustained rapid increase in domestic production could impact on grower prices
- Biosecurity risks to plant health status, especially spotted wing Drosophila
- Competition from other fruits and snack food products
- Reduced ease of access and higher cost for labour
- Consumer expectation for assurances with product integrity and sustainability
- Climate change and variability in growing conditions
- Domestic-focused industry with limited export experience
- High costs of production relative to overseas competitors, especially for labour
- Variable productivity across Australian growers and relative to overseas growers
- Lack of reliable, current time series data and information on raspberry and blackberry production and market trends
- Declining access to chemicals needed for optimal production
- Dependence on importation of new and proven raspberry and blackberry plant genetics.

#### Industry size and production distribution



#### Raspberry and blackberry supply chain and value 2014/15



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