

# Banana

## STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$42.93 million over the next five years

OUTCOMES	STRATEGIES
New varieties introduced and improved pest and disease management that improve varietal diversity and biosecurity	Conduct research into new disease-resistant varieties that also have consumer appeal
	Collaborate with the international community to accelerate the identification and development of disease-resistant varieties
	Continue research to improve pest and disease management and biosecurity
	Continue research into improving the industry's integrated pest disease management (IPDM) plans to further reduce the industry's impact on the environment
	Continue to research and refine agronomic practices to improve productivity, quality and environmental outcomes

OUTCOMES	STRATEGIES
Increased adoption of the industry's Best Management Practice (BMP) plan that improves industry sustainability, biosecurity and environmental stewardship	Continue to drive adoption of BMP for on-farm biosecurity to ensure biosecurity risks are minimised
	Strategically communicate the industry's biosecurity and environmental BMP to the community
	Strategically communicate the industry's economic and social benefits to the community
	Identify and develop innovative leaders to promote BMP adoption and drive the development and adoption of innovative practices
Increased domestic demand, developed export markets and product diversification that increase grower profitability	Drive domestic banana growth through targeted marketing initiatives
	Develop and maintain grower-led exports to international markets
	Increase consumer awareness and demand for other varieties
Increased adoption of continuous improvement and automation technology that improve industry productivity and profitability	Continue to improve harvest and postharvest knowledge and systems through the investigation and adoption of new or improved practices and technologies
	Continue to build on industry production benchmarking and supply chain data initiatives
	Provide pathways for growers to become aware of, and adopt, continuous improvement methodologies
	Research other use options that minimise waste during periods of peak supply



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### 2017-2021 AT A GLANCE

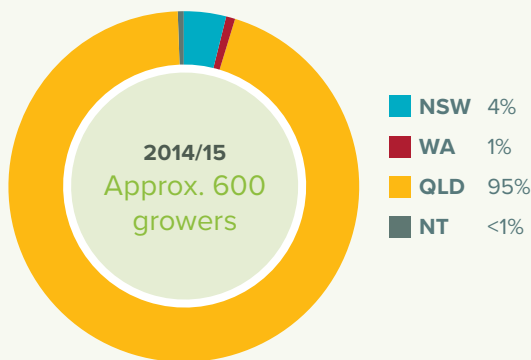
#### Major opportunities

- R&D into varieties that are resistant to Panama Tropical Race 4 (Panama TR4)
- Geographic growing region diversification to manage disease and weather event risks
- Packaging systems to increase quality and choice at the retail level
- Capitalising on the growing demand for healthy/wellness programs
- Using international research
- Developing export markets (premium Australian brand)
- Value-add uses for by-products and waste
- Accurate production and forecasting volumes and timely pricing information.

#### Major challenges

- Biosecurity risks, especially Panama TR4 soil-borne fungal infection (has the potential to wipe out the industry)
- Reliance on a single variety for the majority of production (production risks, limits category diversification)
- High level of on-farm waste
- Supply disruptions due to significant climatic events
- Potential entry to Australian market by low-cost producers
- Increasing cost of production
- A reduction in the number of available chemicals for pest control
- Impact of regulatory requirements imposed to protect the Great Barrier Reef.

#### Industry size and production distribution



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



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