

Table grape

STRATEGIC INVESTMENT PLAN
2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an investment of \$11.3 million
over the next five years

OUTCOMES	STRATEGIES
Increased demand for Australian table grapes by strengthening and developing domestic and export market opportunities that will improve industry viability and sustainability	Identify and develop new and existing export market opportunities
	Identify and develop new and existing domestic market opportunities
	Support demand-building activities in export and domestic markets through the provision of accurate and timely market research and strong collaboration with other horticulture products and agencies
Demand-building strategies and increased prices for Australian table grapes supported by improvements in product quality	Establish practices to enhance product quality throughout the value chain
	Examine opportunities to evaluate new and improved public varieties

OUTCOMES	STRATEGIES
Production efficiency improved and biosecurity threats mitigated by growers applying knowledge, skills and tools	Undertake R&D and extension to develop and promulgate improvements in productivity and efficiency across the value chain
	Safeguard the Australian table grape industry from future biosecurity risks
	Develop a comprehensive production forecasting system
Improved capability across the industry to implement improvements in supply and quality	Enhance skills and capacity to support current future industry needs
	Ensure growers and other members of the value chain are fully aware of industry developments

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Major opportunities

- Capability to produce premium export-quality grapes that exceed international competition capabilities
- Strong international product recognition of Australian table grapes
- Increasing demand for imported grapes in international markets where Australia has a competitive advantage
- Enhanced import protocols in some export markets
- Enhanced quality focus domestically, especially for early-season fruit
- Build on successful programs such as 'Innogrape' for the broad benefit of industry.

Major challenges

- Lack of industry cohesion
- Increasing climate variability and reduced access to water
- Increasing supply of imported table grapes
- Biosecurity risks and loss of pest-free area (PFA) status in some areas
- Significant focus on a (relatively) small number of export markets
- Industry production expansion is heavily reliant on one variety (Crimson Seedless) for one market (China)
- Complex protocols for export
- Lack of better performing varieties
- Lack of industry data
- High cost of production
- Inconsistent product quality
- Oversupply at peak season in the domestic market.

Industry size and production distribution

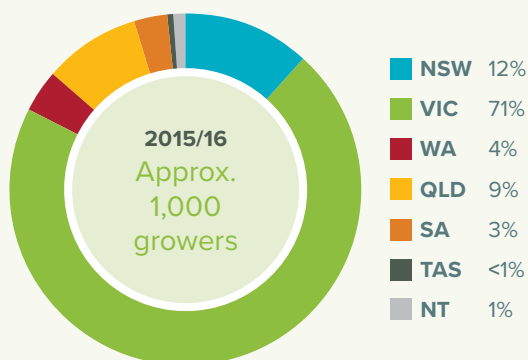
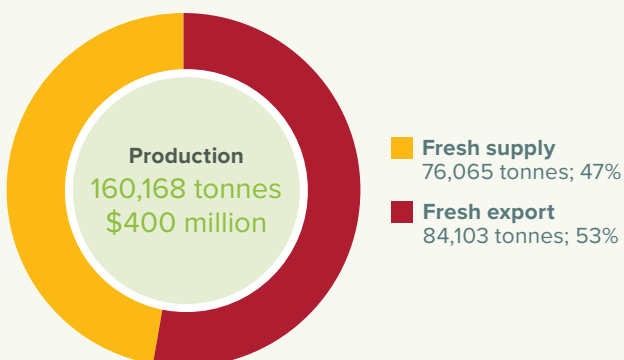


Table grape supply chain and value 2014/15



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