

Vegetable

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$90.68 million over the next five years

OUTCOMES	STRATEGIES
Increased demand and value of the domestic vegetable industry through improved grower knowledge of the market, product differentiation, increased food service revenue, improved food safety and increased consumer knowledge	Increase knowledge to better understand consumer trends and segments
	Identify value-adding opportunities such as pre-cut and improved packaging to achieve price premiums
	Improve stakeholder education for vegetables such as the identification and extension of the health benefits associated with vegetables
	Increase the market share for vegetables in food service such as the identification of potential product offerings specific to the sector
	Support product differentiation that align with Australian consumer needs
	Improve food safety standards and traceability

OUTCOMES	STRATEGIES
Export markets grown through increased understanding of opportunities available, improved market access, improved export capabilities, improved reputation and competitive advantage	Facilitate a united representation of the vegetable industry to international markets
	Better understand the export opportunities available to the vegetable industry
	Improve market access in priority markets for vegetables
	Improve the export capability of Australian vegetable growers
	Improve and capitalise on the opportunities available for inbound and outbound trade linkages
	Improve and capitalise on the use of e-commerce to export produce to existing priority markets
	Capitalise on Australia's geographic advantage to Asia and realise the export potential available in regional areas



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OUTCOMES	STRATEGIES
Increased farm productivity and decreased production costs through better utilisation of resources, adaptation to climate, reduced impact of pests and diseases and better utilisation of advanced technologies on the farm	Reduce on-farm food waste including alternative uses such as value-added foods and beverages, biofuels and nutraceuticals amongst others
	Reduce major production costs through initiatives such as precision agriculture
	Adapt and improve current protected cropping and intensive production technologies to the Australian environment
	Protect the vegetable industry from both endemic and exotic pests and diseases that significantly impact the industry
	Introduce new cultivars that have favourable production related traits such as resistance to pests and diseases, severe weather conditions and varieties that allow for automation
	Enhance the sustainability of the industry and to help growers prepare and mitigate against the cost of climate change
	Improve the use and management of soil and water – critical inputs to commercial vegetable production
Increase use of advanced technologies to improve farm productivity and/or reduce input costs for growers	

OUTCOMES	STRATEGIES
Increased supply chain integration and development through improved supply chain management, development of collaborative models and partnerships	Improve supply chain integration and efficiencies
	Improve the product quality along the supply chain with the aim to increase returns for growers
	Support collaboration between growers and stakeholders along the supply chain to improve its efficiency
Improved capability of levy payers to adopt improved practices and new innovation through improved communication and extension programs, grower innovation support, professional development and workforce building programs, and through improved farm management and information systems	Improve the communication and extension of research outputs to address a geographically and culturally diverse vegetable industry
	Support innovation that advance and grow the vegetable industry
	Improve grower skills in all areas associated with commercial vegetable production
	Improve farm management practices and systems to assist growers in efficient and effective decision making
	Build skills in the vegetable industry workforce and attract new people to the industry

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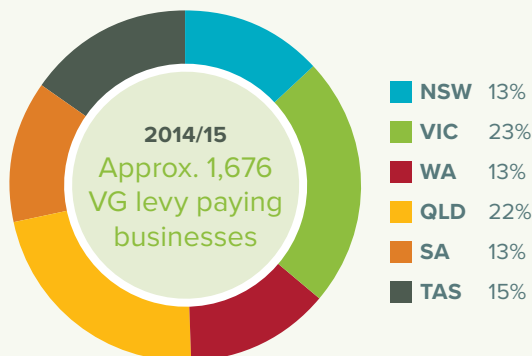
Major opportunities

- Seasonal opportunities for export markets (southern hemisphere location)
- Close proximity to large and growing Asian markets
- Reputation for quality processes and standards
- Export of premium quality fresh vegetables into new markets
- Production capacity across diverse regions
- Increasing consumer aspirations for healthy eating
- Increasing investment in new and innovative technologies
- Increasing supply chain and industry integration and collaboration
- Adoption of consumer insights and use in business decision making
- Better exploitation of the significant investment in R&D.

Major challenges

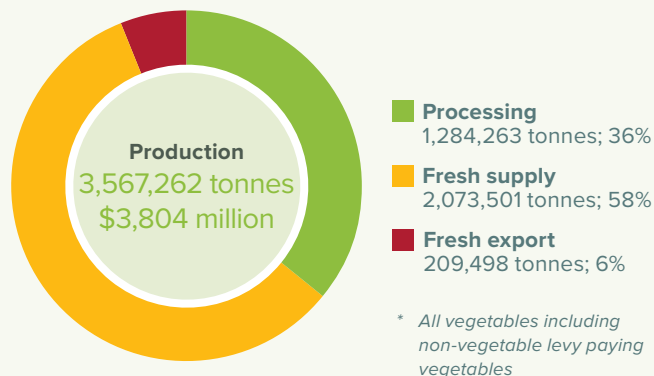
- Environmental, pest and disease factors
- Wide climatic variability and biosecurity risks
- Competition from imports, particularly from low-cost countries
- Economic factors and increased global competition
- High production costs
- Lower farmgate margins
- Insufficient and rising cost of labour
- Slowing of productivity growth
- Impediments to exports such as trade barriers
- Limited uptake of industry knowledge and transfer of innovation
- Adoption of best-practice management models.

Industry size and production distribution



(Calculated from data in Ashton D., and Weragoda A., 2017, Australian vegetable growing farms: an economic survey, 2014–15 and 2015–16, ABARES research report 17.1, Canberra, February. CC BY 3.0)

Vegetable* supply chain and value 2015/16



* All vegetables including non-vegetable levy paying vegetables

Source: Australian Horticulture Statistics Handbook 2015/16

DISCLAIMER

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