

Dried tree fruit

STRATEGIC INVESTMENT PLAN
2017-2021

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$57,601 over the next five years.

Major opportunities

- Access to new varieties of apricots that have improved production performance for growers, improving grower cost structures, returns and industry sustainability
- Opportunity to commercialise new planting material from ongoing 30 year-old apricot breeding program with superior drying quality and greater suitability to mechanised production systems
- Reduced reliance on expensive labour systems through more mechanised production systems
- Access to world's best practice production systems
- Opportunities to increasing scale through new production systems
- Sharing research and development (R&D) operating activities and resources (such as workers) with other industries
- Growing consumption through promotion of health benefits.

OUTCOMES	STRATEGIES
Increased yields, reduce input costs and manage risk	Achieve consistently higher crop potential through adoption of high quality trees
	Achieve widespread adoption of best practice crop management to fulfil yield potential of high quality trees
	Limit production costs by controlling input quantities and costs
	Provide enabling environment to support technology adoption
Improve product values for processors and growers	Undertake industry initiatives to improve product quality
	Support programs that underpin and demonstrate product safety and integrity
Enhance the sustainability of industry	Manage biosecurity
	Provide enabling environment to support development of personal skills (leadership, resilience)

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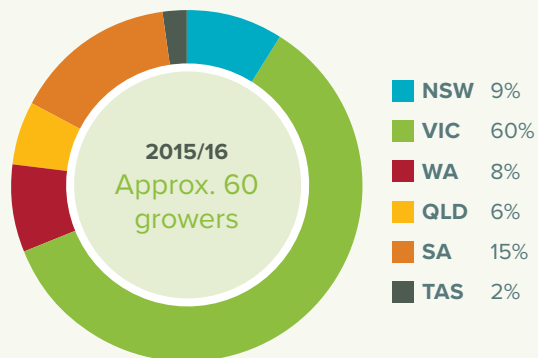
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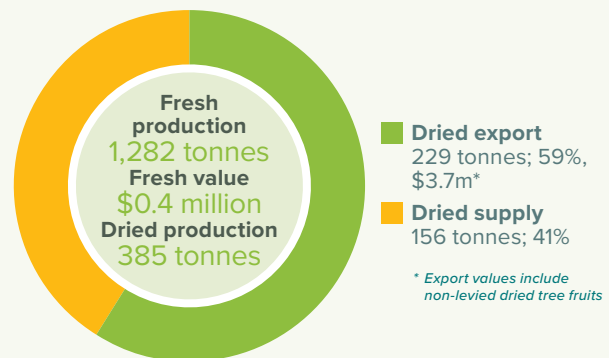
Major challenges

- High production costs especially with labour
- Current production systems have less optimal drying ratios
- Requirement to transition to new more profitable varieties
- Strong competition for resources including water and labour with more profitable industries
- Increasing pressure from lower cost producers such as South Africa and Mediterranean countries
- Exports currently limited to one key player
- Sales dominated by domestic opportunities
- Climate change and variability
- Reduced supply due to enterprise shifts, for example, almonds
- Relatively low returns compared to competing enterprises
- Small industry size limits industry infrastructure (such as processing) and ability to reliably supply markets (unable to supply the domestic market), and reduces the industry's collective influence
- Limited R&D budgets and limited ability to leverage overseas R&D outcomes.

Dried tree fruit industry size and production distribution



Dried tree fruit supply chain and value 2015/16



DISCLAIMER

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