



PURPOSE OF FUND

Deliver safe, nutritious and healthy Australian horticultural products to consumers by developing novel products, technologies and processes

VISION FOR FUND

Grow the horticultural industry by increasing consumption of safe and nutritious horticultural products

OBJECTIVE OF INVESTMENTS

To co-invest with suitable partners in R&D programs that influence increased consumption of Australian horticultural products in domestic and key export markets for increased benefits of health, nutrition and food safety

INVESTMENT THEMES

1 VALUE CHAIN: UNDERSTAND AND INTEGRATE

1. Map the risks and opportunities across whole value chain in a paddock-to-plate approach
2. Increase adoption of food safety programs, including traceability systems maximising efficiency, transparency and trust
3. Horticultural industry wide approach including development of national program in to food safety and nutrition
4. Collaborate and engage with all stakeholders



THEME OUTCOMES

Integrated food safety and nutrition program in horticulture

2 CONSUMER BEHAVIOUR: UNDERSTAND DEMAND, PREFERENCE AND RISKS

1. Understand consumer preferences and drivers for health and convenience in domestic and key export markets
2. Align market requirements with the consumer preferences
3. Global and domestic trends and data insight for consumer preference and emerging health and nutrition impacts



Tailored superior food products as desired by the end-user

3 INNOVATION: DEVELOP NEW PRODUCTS AND TECHNOLOGIES

1. Develop differentiated, value-added nutritional food products that are safe and stable for target market segments using innovative processing and packaging technologies
2. Smart and rapid technologies to monitor for contaminants in fresh produce across supply chain
3. Science based validation of Australian fresh produce for safety and nutrition



Products and tools developed to support efficient supply chain

4 ADOPTION: SOURCE, COLLATE & SHARE GOOD INFORMATION

1. Global scan to identify relevant R&D data in horticulture
2. Industry wide comprehensive “health education” program for consumers, growers, public health professionals and other stakeholders
3. Using tools and technology, translate research knowledge into increased consumption of horticultural produce



Robust information to make wise adoption decisions

INVESTMENT OUTCOME

Deliver benefit to growers, consumers and the supply chain through the increased consumption of safe and nutritious horticultural produce