

# Apple and pear

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE

The overarching strategic intent of the apple and pear Strategic Investment Plan (SIP) is to improve international competitiveness, profitability and sustainability of the Australian apple and pear industry through export market access, consistent high-quality products, advancements in orchard systems and effective biosecurity systems.

This abbreviated version of the almond SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at [www.horticulture.com.au/apple-and-pear/](http://www.horticulture.com.au/apple-and-pear/).

| OUTCOME   | STRATEGIES  | KPIs   |
|---|---|--|
| <b>Demand creation</b>  |   |  |
| <b>Outcome 1:</b><br>Demand creation supports the Australian apple and pear industry to develop existing and future domestic and international markets. | 1. Build domestic consumer demand for fresh, quality Australian apples and pears through knowledge, attitudes and purchase intent                                 | <ul style="list-style-type: none"> <li>Positive influence on consumer preference</li> <li>Use of nutritional information to support consumer demand</li> </ul>   |
|   | 2. Drive quality and customer experience from farm to home (including in-store strategy)  | <ul style="list-style-type: none"> <li>Increased customer experience</li> <li>Increase in demand</li> </ul>  |
|   | 3. Build international consumer awareness and preference of fresh, quality Australian apples and pears through improving knowledge, attitudes and purchase intent | <ul style="list-style-type: none"> <li>Increasing awareness of Australian apples and pears</li> <li>Positive influence on consumer preference</li> </ul>   |
|   | 4. Develop a targeted export market development plan to strengthen trade relationships in key export markets  | <ul style="list-style-type: none"> <li>Delivery of an export strategy in collaboration with industry</li> <li>Support for development of networks online and/or in market</li> <li>Increased awareness and understanding of trade in priority markets</li> </ul> |

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| OUTCOME  | STRATEGIES   | KPIs   |
|--|--|--|
| <b>Demand creation</b>   |  |  |
| <p><b>Outcome 1: (continued)</b><br/>Demand creation supports the Australian apple and pear industry to develop existing and future domestic and international markets.</p>  | <p>5. Monitor and record an apple and pear pests and diseases profile for the purpose of supporting market access and to continue to seek new market access and improvements to existing markets as outlined in the export strategy</p>  | <ul style="list-style-type: none"> <li>• Access to international markets</li> </ul>  |
| <b>Industry supply, productivity and sustainability</b>  |  |  |
| <p><b>Outcome 2:</b><br/>The Australian apple and pear industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D) and sustainable best management practices (BMPs).</p> | <p>1. Develop management strategies to optimise productivity and profitability in apple and pear orchards, including soil and plant health, inputs such as water and labour, and crop protection and environmental factors</p>   | <ul style="list-style-type: none"> <li>• Growers satisfied with the available resources</li> </ul>   |
|  | <p>2. Enhance industry biosecurity preparedness and resilience to ensure business continuity, and market access and trade, both domestically and internationally</p>   | <ul style="list-style-type: none"> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Improved monitoring, surveillance, on-farm biosecurity measures and control of exotic and endemic fruit flies (e.g., case studies)</li> </ul> |
|  | <p>3. Enhance sustainable orchard system design and management to optimise orchard profitability through improvements in input efficiencies and quality improvements</p>   | <ul style="list-style-type: none"> <li>• Sustainable orchard system design is compatible with automation and technology solutions</li> <li>• Development of sustainable orchard system design and management to improve efficiency and quality</li> </ul>                    |
|  | <p>4. Support pollination security through robust honey bee health, and pest and disease mitigation</p>  | <ul style="list-style-type: none"> <li>• Evidence of sustainable honey bee health through surveillance data</li> </ul>   |
|  | <p>5. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</p>  | <ul style="list-style-type: none"> <li>• Co-ordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options</li> <li>• Industry priority needs published and shared with stakeholders, including registrants</li> </ul>          |
|  | <p>6. Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</p>  | <ul style="list-style-type: none"> <li>• Regulatory Risk Assessments maintained</li> </ul>   |
|  | <p>7. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*</p> | <ul style="list-style-type: none"> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> <li>• Exporters have the necessary information to comply with international MRLs</li> </ul>                                   |
|  | <p>8. Support access to and understanding of international MRLs for export compliance</p>  | <ul style="list-style-type: none"> <li>• Improved grower access to export market MRLs</li> </ul>   |





| OUTCOME  | STRATEGIES   | KPIs  |
|--|--|---|
| <b>Extension and capability</b>  |  |   |
| <b>Outcome 3:</b><br>Improved capability and an innovative culture in the apple and pear industry maximises investments in productivity and demand.  | 1. Deliver industry-specific communication, capacity, and capability to create positive changes in the areas of sustainable production, value-adding opportunities along the supply chain, labour efficiency, crop protection, biosecurity, soil, plant health and export capability | <ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (ha) with positive change in knowledge, attitude, skills and aspiration (KASA) concerning targeted high priority areas (e.g., crop protection)</li> <li>Establishment of a baseline and then increased share of industry (ha) that are implementing targeted high priority areas (e.g., export capability)</li> </ul> |
|  | 2. Provide opportunity for engagement within industry, across industry members and with relevant stakeholders throughout the supply chain to innovate by utilising trusted relationships   | <ul style="list-style-type: none"> <li>Improved networks and cross-industry collaboration that increases efficiencies and the use of R&amp;D outputs to build business and industry innovation</li> </ul>   |
|  | 3. Strengthen industry leadership through initiatives and training   | <ul style="list-style-type: none"> <li>Increased participation in industry leadership initiatives</li> </ul>  |
| <b>Business insights</b>   |  |   |
| <b>Outcome 4:</b><br>The Australian apple and pear industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics, and independent reviews. | 1. Use trade data to guide ongoing export development opportunities*   | <ul style="list-style-type: none"> <li>Trade data maintained and data outputs supplied to meet stakeholder needs</li> </ul>   |
|  | 2. Use Industry production benchmarking activity to measure and track industry productivity and profitability  | <ul style="list-style-type: none"> <li>Availability of data to support extension activities and individual grower decision-making</li> <li>Evidence of data used to support industry-level decision-making and grower practice change</li> </ul>  |
|  | 3. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*   | <ul style="list-style-type: none"> <li>Delivery of a consumer insights strategy</li> <li>Evidence that consumer insights inform market engagement (e.g., case studies)</li> <li>New consumer knowledge available for growers</li> </ul>   |

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

**View the apple and pear SIP full document and find more information on the Apple and Pear Fund at [www.horticulture.com.au/apple-and-pear/](http://www.horticulture.com.au/apple-and-pear/)**