

# Berry

## STRATEGIC INVESTMENT PLAN 2022-2026



### AT A GLANCE

The overarching strategic intent of the berry Strategic Investment Plan (SIP) is to grow the total value of the Australian berry sector by increasing demand and returns for Australian berries in both domestic and new export markets with an emphasis on improved and consistent product quality.

This abbreviated version of the berry 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.

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.	1. Increase domestic consumer demand for Australian berries through improving consumer knowledge, attitudes and purchase intent	<ul style="list-style-type: none"> <li>• Positive influence on consumer preference based on consumer research</li> <li>• Use of nutritional information to support consumer demand</li> </ul>
	2. Increase industry access to export training materials and mechanisms for business-to-business engagement	<ul style="list-style-type: none"> <li>• Development of export market resource material and communications programs, and growth in market share</li> <li>• Increase in number of industry participants accessing online materials</li> </ul>
	3. Pursue technical market access for the priority markets identified in the berry export strategic plan	<ul style="list-style-type: none"> <li>• Identification of priority markets in the berry export strategic plan</li> <li>• Completion and submission of International Market Access Assessment Panel (IMAAP) in line with industry priorities</li> <li>• Achievement of market access for key protocol markets</li> <li>• Research and development (R&amp;D) undertaken to support market access applications</li> </ul>

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OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1: (continued)</b> Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.	4. Develop resource material required by businesses to enter and develop exports with existing markets	<ul style="list-style-type: none"> <li>Industry-level resources to support market development are produced and updated, as required, over time</li> </ul>
	5. Develop resource material required by businesses to enter and develop exports with existing markets	<ul style="list-style-type: none"> <li>Industry-level resources to support market development are produced and updated, as required, over time</li> </ul>
	6. Implement a market development program in priority export markets	<ul style="list-style-type: none"> <li>Increase in export volume and/or value relevant for each specific berry and/or export market</li> </ul>
	7. Establish evidence of product health attributes and national industry practices (e.g., sustainability credentials)	<ul style="list-style-type: none"> <li>Reference materials that clearly outline the health attributes and industry practices are available to growers and are accessed by other relevant customers and stakeholders</li> </ul>
	8. Inform health care providers (HCPs) and other key influencers with current nutritional information and data about Australian berries	<ul style="list-style-type: none"> <li>Increase in HCPs and influencers who have better knowledge and awareness of nutritional information and data resources about Australian berries</li> <li>Nutritional information, data and health attribute information about Australian berries used in both levy and non-levy marketing programs</li> </ul>
<b>Industry supply, productivity and sustainability</b>		
<b>Outcome 2:</b> The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable best management practices (BMPs) and varieties.	1. Ensure that superior strawberry varieties that match consumer expectations are available to growers across Australia and that BMP techniques are available to optimise returns to growers	<ul style="list-style-type: none"> <li>Availability and access to new strawberry varieties that have been developed for Australian conditions (Mediterranean climate, temperate, sub-tropical growing regions) including protected cropping and table-top production systems</li> <li>Increased knowledge for growers on the performance of strawberry varieties</li> <li>Increased adoption by growers of superior strawberry varieties in all production regions and systems</li> </ul>
	2. Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	<ul style="list-style-type: none"> <li>Integrated pest and disease management (IPDM) strategies and control methods for key pests and diseases of importance developed in collaboration with growers</li> <li>Increased uptake of integrated pest management (IPM) practices across Australia</li> </ul>
	3. Inform berry growers on the emerging options, risks and opportunities afforded by protected cropping systems	<ul style="list-style-type: none"> <li>Availability of resources on the benefits and costs of protected cropping for the berry industry</li> <li>Availability of resources on how to optimise protected cropping systems for berries</li> </ul>

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OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2: (continued)</b> The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&amp;D, sustainable BMPs and varieties.</p>	<p>4. Review new postharvest and supply chain technologies available to the berry industry to maximise quality and profitability, including establishing quality standards and a methodology to measure and monitor when quality is below consumer expectations</p>	<ul style="list-style-type: none"> <li>Quality monitoring program developed and evidence of wide industry adoption</li> <li>Increased grower knowledge on postharvest and supply chain technologies</li> </ul>
	<p>5. Manage risks to the Australian berry sector's reputation as a reliable supplier of superior quality, safe berry products including food safety and biosecurity, and social license by developing and implementing best practices in food safety and traceability to meet the emerging regulatory challenges</p>	<ul style="list-style-type: none"> <li>Availability of resources to support growers to identify and manage risk on farm</li> <li>Development of berry industry risk management plans with an increasing share of industry (ha) using them in their businesses</li> </ul>
	<p>6. Protect the biosecurity status of the Australian berry industry</p>	<ul style="list-style-type: none"> <li>Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>Resources available to support growers to implement best practice on-farm biosecurity</li> </ul>
	<p>7. Develop a long-term sustainability program that includes a set of values, practices and communication activities that support a well-respected and sustainable berry industry (e.g., recycling of coir, plastics and water)</p>	<ul style="list-style-type: none"> <li>Grower awareness of the berry sustainability program</li> <li>Uptake of best practice programs that are modified for berry industries such as Hort360 to deliver clear, measurable increases in sustainability outcomes</li> <li>Increased level of sustainability of the berry sector</li> </ul>
	<p>8. Review options to reduce the costs of labour in the berry industry through automation, mechanisation and/or robotic systems or improved management practices</p>	<ul style="list-style-type: none"> <li>Distribution of new knowledge on automation, mechanisation or robotic system options that are available for implementation by berry industries</li> <li>Increased knowledge and awareness of available technologies</li> <li>Increased uptake of suitable technologies</li> </ul>
	<p>9. Enhance crop pollination and resilience through improved pollination security</p>	<ul style="list-style-type: none"> <li>Evidence of sustainable pollinator health through surveillance data</li> <li>Resources available on pollination BMPs for different berry cropping systems</li> </ul>
	<p>10. Support the availability of high-health strawberry runners to maintain productivity potential and farm biosecurity through the identification of barriers to the provision of high-health planting material; Develop quality standards for runner production and support uptake by industry</p>	<ul style="list-style-type: none"> <li>High-health strawberry runners maintained for industry</li> <li>Absence or reductions in the spread of pests and diseases through runner production and supply</li> </ul>

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OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2: (continued)</b> The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&amp;D, sustainable BMPs and varieties.</p>	<p>11. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</p>	<ul style="list-style-type: none"> <li>Coordinated industry priority-setting with a clear outlook of gaps and risks in existing pest, disease and weed control options</li> <li>Industry priority needs published and shared with stakeholders, including registrants</li> </ul>
	<p>12. 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>13. 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> </ul>
<b>Extension and capability</b>		
<p><b>Outcome 3:</b> Improved capability and an innovative culture in the Australian berry industry maximises investments in productivity and demand.</p>	<p>1. Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets</p>	<ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (in hectares) with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice and implementation of targeted high-priority areas (e.g., registering for export, export capability, consistent high quality runners)</li> <li>Establishment of a baseline and then increased share of industry (in hectares) that are implementing targeted high-priority areas</li> </ul>
	<p>2. Provide opportunity for different levels of engagement between and across industries, across industry members and relevant stakeholders to innovate with, state-based Industry Development Officers (IDOs) and other extension initiatives</p>	<ul style="list-style-type: none"> <li>Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)</li> </ul>
	<p>3. Strengthen industry leadership through initiatives and training for leadership at all stages of participant development</p>	<ul style="list-style-type: none"> <li>Increased participation and satisfaction from industry leadership initiatives</li> <li>Increased engagement by young or female or ethnically diverse growers in industry representation</li> </ul>
	<p>4. Understand barriers to uptake of best practices including an understanding of the culturally and linguistically diverse (CALD) communities within the berry sector</p>	<ul style="list-style-type: none"> <li>Resources available that outline how to best engage with CALD communities to enhance practice change</li> <li>Key resources translated into relevant languages</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian berry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> <li>Provision of consumer insights data to industry to assist with levy and non-levy funded marketing programs</li> <li>Evidence that consumer insights inform strategic market engagement</li> <li>Availability of new consumer knowledge for growers</li> </ul>
	2. Use trade data to guide ongoing export development opportunities*	<ul style="list-style-type: none"> <li>Trade data maintained and data supplied to relevant stakeholders in a usable format</li> </ul>
	3. Use production forecasts to inform market planning in domestic and export markets	<ul style="list-style-type: none"> <li>Production forecasts incorporated into both export and domestic marketing plans</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 berry SIP full document and find more information on each of the berry funds:**

**Blueberry Fund:** [www.horticulture.com.au/blueberry/](http://www.horticulture.com.au/blueberry/)

**Raspberry and Blackberry Fund:** [www.horticulture.com.au/raspberry-blackberry/](http://www.horticulture.com.au/raspberry-blackberry/)

**Strawberry Fund:** [www.horticulture.com.au/strawberry/](http://www.horticulture.com.au/strawberry/)