

# Cherry

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the cherry Strategic Investment Plan (SIP) is to optimise profitability and sustainability of the Australian cherry industry through export market access and consistent high-quality production.

This abbreviated version of the cherry 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/cherry/](http://www.horticulture.com.au/cherry/).

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian cherry industry to develop existing and future domestic and international markets.	1. Develop workable market access protocols to assist with maintenance and expansion of export markets	<ul style="list-style-type: none"><li>Market access opportunities are prioritised on national benefit and an evidence-based export strategy</li><li>Support of technical access to selected export markets (e.g., relevant datasets developed)</li></ul>
	2. Increase domestic and international consumer demand for fresh, quality Australian cherries through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>Demonstrated increase in consumer knowledge and positive attitude leading to purchase intent</li><li>Use of nutritional information to support consumer demand</li><li>Positive shifts in brand tracking</li></ul>
	3. Monitor the consistency of fruit quality throughout the season along the supply chain	<ul style="list-style-type: none"><li>Management of the cherry category to increase knowledge on best quality and merchandising practices for growers and retailers</li><li>Positive shifts in cherry quality at the store level</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian cherry industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D), robust industry biosecurity and improved orchard systems.</p>	<p>1. Support national fruit fly management across all horticulture industries and state governments to access existing and new markets</p>	<ul style="list-style-type: none"> <li>• Input into the strategies and programs of the National Fruit Fly Council and participation in implementation of initiatives</li> </ul>
<p>2. Identify technologies and approaches to improve labour use efficiency by investigating and assessing current and alternative practices</p>	<ul style="list-style-type: none"> <li>• Technologies and approaches to improve labour efficiency are identified and shared with growers</li> </ul>	
<p>3. Innovative orchards: Develop improvements to orchard systems through superior varieties, orchard design, crop management and resource use efficiency (including labour)</p>	<ul style="list-style-type: none"> <li>• New knowledge to drive orchard system profitability with grower collaboration</li> <li>• New knowledge on Australian regional performance of superior varieties</li> </ul>	
<p>4. Improve industry preparedness and resilience to biosecurity threats, particularly exotic and endemic fruit flies</p>	<ul style="list-style-type: none"> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Development of risk analyses of high priority pests including entry pathways, establishment and spread potential</li> </ul>	
<p>5. Equip industry with the tools to understand and respond to the impact of climate variability and extremities</p>	<ul style="list-style-type: none"> <li>• Strategies identified to manage climate variability risks in collaboration with growers</li> </ul>	
<p>6. 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 control options</li> <li>• Industry priority needs published and shared with stakeholders, including registrants</li> </ul>	
<p>7. 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>8. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) that seeks 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>	
<p>9. Enhance crop pollination and resilience through improved pollination security</p>	<ul style="list-style-type: none"> <li>• Evidence of sustainable honey bee health through surveillance data</li> </ul>	





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian cherry industry maximises investments in productivity and demand.	1. Provide opportunity for engagement between industry, across industry members and with stakeholders throughout the supply chain	<ul style="list-style-type: none"> <li>• Grower satisfaction with growth in cooperation with industry and across industries leading to adoption of innovative practices and outcomes benefiting multiple stakeholders along the supply chain</li> </ul>
	2. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> <li>• Increased participation in industry leadership initiatives</li> </ul>
	3. Deliver communication and extension capability to support positive change in the priority areas for the cherry industry that is supportive of maximising sustainable profitability, driving export opportunities, biosecurity, and product integrity	<ul style="list-style-type: none"> <li>• Establishment of a baseline and then demonstrate increased share of industry (ha) with positive change in knowledge, attitudes, skills and aspirations (KASA) and implementation in targeted high-priority areas (e.g., registering for export, export capability, consistent high quality)</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian cherry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, benchmarking, production statistics and forecasting, 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 that meet stakeholder needs</li> </ul>
	2. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> <li>• Delivery of consumer insights strategy</li> <li>• Evidence that consumer insights inform strategic market engagement (e.g., case studies)</li> <li>• Availability of new consumer knowledge for growers</li> </ul>
	3. Use production benchmarking activity to measure and track industry productivity and profitability	<ul style="list-style-type: none"> <li>• Availability of data that supports extension activities and individual grower decision-making</li> <li>• Evidence that data is used to support industry-level decision-making and grower practice change</li> </ul>
	4. Use production forecasts to inform long-term and/or in-season market planning and supply strategies	<ul style="list-style-type: none"> <li>• Availability of production forecasts</li> <li>• Evidence that production forecasts support marketing and production decisions</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 cherry SIP full document and find more information on the Cherry Fund at [www.horticulture.com.au/cherry/](http://www.horticulture.com.au/cherry/)**