

# Citrus

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the citrus Strategic Investment Plan (SIP) is to drive profitability by focusing on innovations for more efficient production of consistent quality citrus for existing markets, underpinned by robust industry biosecurity.

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

OUTCOME	STRATEGIES	KPIs
<b>Protect the production base</b>		
<b>Outcome 1:</b> The Australian citrus industry has increased profitability, efficiency, and sustainability by protecting the production base through innovative research and development (R&D), biosecurity preparedness and responsiveness, sustainable best management practices (BMPs) and superior varieties.	1. Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	<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><li>• Improvement in diagnostics for high-priority plant pests including the development of rapid and point-of-need diagnostic tests</li><li>• Development of scalable, statistically sound surveillance and monitoring methods for high-priority citrus pests (e.g., fruit fly, psyllids and multi-pest surveillance to maximise effort)</li><li>• Improved industry responsiveness to biosecurity incursions through better traceability systems (e.g., budwood, nursery stock)</li></ul>

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OUTCOME	STRATEGIES	KPIs
<b>Protect the production base</b>		
<p><b>Outcome 1: (continued)</b> The Australian citrus industry has increased profitability, efficiency, and sustainability by protecting the production base through innovative R&amp;D, biosecurity preparedness and responsiveness, sustainable BMPs and superior varieties.</p>	<p>2. Improve access to new scion and rootstock varieties with superior performance through breeding and by evaluating varieties from global programs, including identification of new rootstocks suitable for automation and high-density production systems</p>	<ul style="list-style-type: none"> <li>• Availability and access to new citrus scion and rootstock varieties that have been developed for Australian conditions for grower adoption</li> <li>• New knowledge for growers on the performance of citrus scion and rootstock varieties under Australian conditions to support adoption</li> <li>• New knowledge for growers on the potential of native Australian lime genetics to address threats like huanglongbing (HLB; Candidatus Liberibacter asiaticus)</li> </ul>
	<p>3. Prioritise the major crop protection gaps through a 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 are published and shared with stakeholders, including registrants</li> </ul>
	<p>4. Generate residue, efficacy and crop safety data to support applications to the 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>
	<p>5. Develop new mandarin varieties with superior attributes to appeal to consumers</p>	<ul style="list-style-type: none"> <li>• Availability of new mandarin varieties with superior product quality traits (e.g., easy-to-peel, seedless, brix) that appeal to consumers</li> <li>• New knowledge on fruit quality attributes of new mandarin varieties to support grower adoption</li> </ul>
	<p>6. Monitor and manage food safety risks to maintain consumer confidence in Australian citrus</p>	<ul style="list-style-type: none"> <li>• Identification and mapping of microbial food safety risks in the supply chain enabling controls to be put in place to mitigate food safety incidents</li> <li>• Increased knowledge of the potential survival of foodborne pathogens on citrus fruit</li> <li>• Food safety practices in the supply chain are benchmarked and practice change is monitored</li> </ul>
	<p>7. Develop postharvest practices and guidelines to ensure quality product reaches consumers</p>	<ul style="list-style-type: none"> <li>• Development of postharvest best practice guides to enable consist delivery of high-quality citrus</li> <li>• Development of postharvest best practice for the harvest, handling, processing, storage of Australian citrus</li> </ul>

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OUTCOME	STRATEGIES	KPIs
<b>Protect the production base</b>		
<b>Outcome 1: (continued)</b> The Australian citrus industry has increased profitability, efficiency, and sustainability by protecting the production base through innovative R&D, biosecurity preparedness and responsiveness, sustainable BMPs and superior varieties.	8. Increase knowledge of automation and use of technology, including improved orchard systems to allow for automation of production practices for fresh and juicing	<ul style="list-style-type: none"> <li>Development of orchard systems that are compatible with automation and technology solutions in collaboration with growers</li> <li>Packhouse operations are modified to integrate automation and technology solutions (e.g., case studies to learn and not duplicate efforts)</li> </ul>
	9. Develop and optimise a whole-systems approach to integrated pest and disease management (IPDM)	<ul style="list-style-type: none"> <li>Adoption of whole-systems IPDM strategies that reduce crop losses and enable sustainable management of pests and diseases</li> </ul>
	10. 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*	<ul style="list-style-type: none"> <li>Regulatory Risk Assessments maintained</li> </ul>
<b>Market optimisation</b>		
<b>Outcome 2:</b> Market optimisation supports the Australian citrus industry to develop and diversify existing and future domestic and international markets.	1. Maintain and improve technical market access for high-value export markets	<ul style="list-style-type: none"> <li>Technical access is supported for selected export markets (Philippines and Vietnam)</li> <li>Availability of new mandarin varieties with superior fruit quality attributes for grower adoption</li> <li>Generation of datasets and/or supporting information that underpin market access ambitions, including novel technologies</li> </ul>
	2. Retain and diversify markets by increasing business-to-business engagement in new and emerging markets	<ul style="list-style-type: none"> <li>New submissions to the International Market Access Assessment Panel (IMAAP)</li> </ul>
	3. Increase international consumer awareness and preference of fresh, quality Australian citrus through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"> <li>Increased awareness of Australian citrus</li> <li>Positive influence on international consumer preference</li> </ul>
	4. Increase domestic consumer demand for Australian citrus through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"> <li>Positive influence on domestic consumer preference</li> <li>Positive shifts in brand tracking</li> </ul>



OUTCOME	STRATEGIES	KPIs
<b>Communication, extension and capability</b>		
<p><b>Outcome 3:</b> The Australian citrus industry has enhanced adoption of R&amp;D and marketing outcomes through effective communication and extension initiatives.</p>	<p>1. Deliver communication and extension programs to create positive change in the areas of biosecurity preparedness, varieties that meet consumer demand, sustainable production, pest and disease management, and export protocols and markets</p>	<ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (ha) with positive change in KASA, practice change and implementation concerning targeted high priority areas (e.g., biosecurity preparedness, varieties meeting consumer demands, sustainable production, pest and disease management and export protocols and markets)</li> </ul>
	<p>2. Strengthen industry leadership through initiatives and training (e.g., succession planning in research and industry) including development of leadership skills, capacity building and training initiatives, and supporting targeted industry conferences, workshops and events</p>	<ul style="list-style-type: none"> <li>Increased participation in industry leadership and training initiatives</li> </ul>
	<p>3. Provide opportunities for business engagement between industry, across industry members and relevant stakeholders</p>	<ul style="list-style-type: none"> <li>Demonstrated growth in cooperation within industry and across industries leading to business and industry innovations (e.g., automation, traceability of plant stock)</li> </ul>
	<p>4. Increase industry access to online export training material and mechanisms for business-to-business engagement</p>	<ul style="list-style-type: none"> <li>Support for exporters to build networks online and/or in market which facilitates the growth in numbers of growers exporting and export markets</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian citrus industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, benchmarking and 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 is maintained and data outputs are supplied to meet stakeholder needs</li> </ul>
	2. Use production forecasts (via tree census) to support market planning in domestic and export markets, including industry benchmarking	<ul style="list-style-type: none"> <li>Availability of production forecasts</li> <li>Evidence that production forecasts support marketing and production decisions</li> </ul>
	3. Undertake ongoing market intelligence work to understand consumer preferences and the global competitive landscape	<ul style="list-style-type: none"> <li>Global competitive landscape defined to inform market engagement</li> </ul>
	4. 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 domestically and internationally (e.g., case studies)</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 citrus SIP full document and find more information on the Citrus Fund at [www.horticulture.com.au/citrus/](http://www.horticulture.com.au/citrus/)**