

# Custard apple

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE

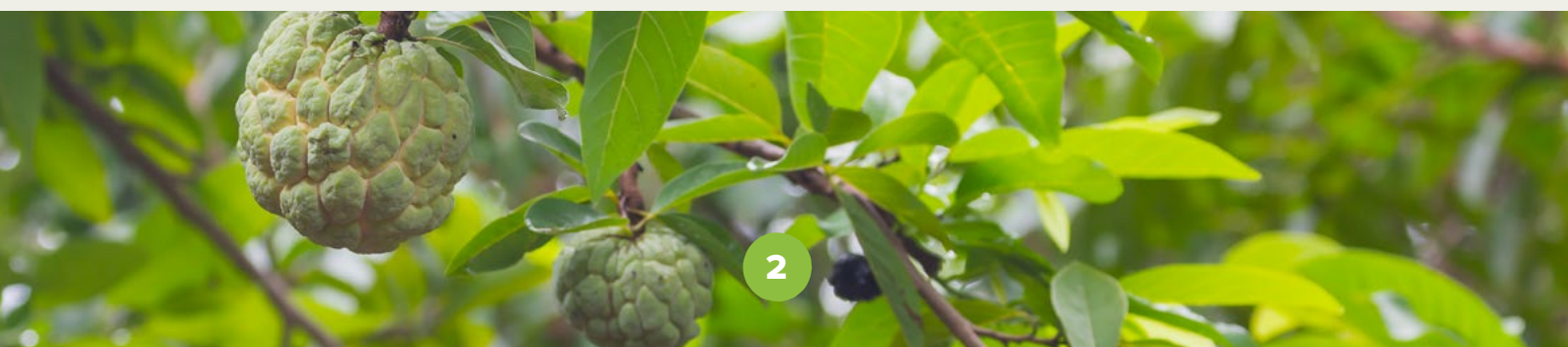
The overarching strategic intent of the custard apple Strategic Investment Plan (SIP) is to maintain profitability for the Australian custard apple industry by concentrating on driving demand in domestic markets through improved and consistent product quality, and increasing productivity through varietal development.

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian custard apple industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for fresh, quality Australian custard apples through knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer preference, knowledge, attitudes, and purchase intent</li><li>• Use of nutritional information to support consumer demand</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian custard apple industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D), sustainable best management practices (BMPs) and varieties.</p>	<ol style="list-style-type: none"> <li>1. Complete commercialisation of new scion varieties with enhanced performance and sensory attributes for grower adoption</li> <li>2. Develop new propagation methods to increase supply of rootstock material</li> <li>3. Review postharvest handling, storage and processing across the supply chain to understand impacts on quality</li> <li>4. Improve industry preparedness and resilience to biosecurity threats</li> <li>5. Develop and optimise fit-for-purpose pest and disease management strategies</li> <li>6. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>7. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</li> <li>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*</li> </ol>	<ul style="list-style-type: none"> <li>• Availability of new scion varieties</li> <li>• New knowledge on the performance of new scion varieties delivered to growers</li> <li>• New knowledge for growers on propagating rootstock material</li> <li>• Postharvest factors impacting retail quality are identified</li> <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>• Development of pest and disease management strategies that mitigate crop loss in collaboration with growers</li> <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> <li>• Regulatory Risk Assessments maintained</li> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Levels (MRLs)</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<p><b>Outcome 3:</b> Improved capability and an innovative culture in the Australian custard apple industry maximises investments in productivity and demand.</p>	<p>1. Deliver communication programs that support positive change in the areas of productivity and demand</p>	<ul style="list-style-type: none"> <li>• An increase in engagement, awareness and knowledge of R&amp;D project outputs especially in relation to new varieties and rootstock propagation outcomes from the demand and supply investments</li> </ul>
<b>Business insights</b>		
<p><b>Outcome 4:</b> The Australian custard apple industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.</p>	<p>1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*</p>	<ul style="list-style-type: none"> <li>• Delivery of consumer insights strategy</li> <li>• Evidence that consumer insights inform strategic market engagement</li> <li>• New consumer knowledge available for growers</li> </ul>
	<p>2. Use production forecasts to inform long-term and/or in-season market planning and supply strategies</p>	<ul style="list-style-type: none"> <li>• Production forecast available</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 custard apple SIP full document and find more information on the Custard Apple Fund at [www.horticulture.com.au/custard-apple/](http://www.horticulture.com.au/custard-apple/)**