

# Dried grape

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the dried grape Strategic Investment Plan (SIP) is to maintain profitability and grow the total value of the Australian dried grape industry by concentrating on improved and consistent product quality for consumers and increasing the production area.

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

| OUTCOME   | STRATEGIES  | KPIs   |
|---|---|--|
| <b>Industry supply, productivity and sustainability</b>   |   |  |
| <b>Outcome 1:</b><br>The Australian dried grape industry has increased production efficiency, sustainability and profitability through innovative research and development (R&D), sustainable management best practices (BMPs) and superior varieties and rootstocks. | 1. Complete the performance evaluation and commercialisation activities for elite scion and rootstock varieties from the breeding program   | <ul style="list-style-type: none"> <li>• Availability of elite scion and rootstock performance data for growers</li> <li>• Commercialised elite scion and rootstock varieties are available for grower adoption</li> </ul>   |
|   | 2. Transition new varietal development for the industry to commercial providers   | <ul style="list-style-type: none"> <li>• Complete commercialisation of new scion and rootstock varieties</li> </ul>  |
|   | 3. Identify world-leading technologies and available knowledge to guide decisions on automation and mechanisation options for Australian production systems such as trellis management, pruning and harvest | <ul style="list-style-type: none"> <li>• New knowledge on crop production methods, emerging technologies, and varieties that enable new automation-enabled trellised production systems that reduce dependence on labour input</li> </ul>                          |
|   | 4. Prioritise the major crop protection gaps through a SARP*  | <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> |

Continued >>



| OUTCOME  | STRATEGIES  | KPIs  |
|--|---|---|
| <b>Industry supply, productivity and sustainability</b>  |   |   |
| <p><b>Outcome 1: (continued)</b><br/>The Australian dried grape industry has increased production efficiency, sustainability and profitability through innovative R&amp;D, BMPs and superior varieties and rootstocks.</p> | <p>5. 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>6. 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>  |
| <b>Extension and capability</b>  |   |   |
| <p><b>Outcome 2:</b><br/>Improved capability and an innovative culture in the Australian dried grape industry maximises investments in productivity and demand.</p>  | <p>1. Deliver communication and extension capability to support positive change in the areas of productivity and demand</p>   | <ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (hectares) with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice concerning targeted high priority areas</li> <li>Establishment of a baseline and then increased share of industry (hectares) that are implementing targeted high priority areas</li> </ul>  |
|  | <p>2. In collaboration with similar industries, support the development of a knowledge-sharing industry supply chain community through targeted communication channels on research findings, BMPs, emerging risks and opportunities</p>   | <ul style="list-style-type: none"> <li>Total stakeholder readership of dried grape industry news (<i>Current News and Vine News</i>): number and/or percentage of open rate of electronic newsletters and number of hard copies circulated</li> <li>Demonstration of the balance of written content of <i>Current News</i> and <i>Vine News</i> providing articles representative of the dried grape supply chain elements including: R&amp;D and on-farm demonstration outcomes; BMP recommendations for growers; marketing and processing intelligence; sharing of grower knowledge and practice change outcomes through benchmarking and case studies</li> </ul> |
|  | <p>3. Support industry participants to identify emerging research, development and extension (RD&amp;E) needs, engage in supporting projects and access findings from RD&amp;E outputs</p>  | <ul style="list-style-type: none"> <li>Identification of industry-specific needs that contribute to RD&amp;E project design</li> <li>Research findings and other BMPs from RD&amp;E outputs are communicated</li> </ul>   |
|  | <p>4. Assist industry in the communication of industry BMPs and outputs from RD&amp;E projects that build the knowledge and skills of growers and their advisers</p>  | <ul style="list-style-type: none"> <li>Changes in KASA are captured in a case study (project-specific basis) amongst growers and their advisers</li> </ul>  |





| OUTCOME  | STRATEGIES   | KPIs   |
|--|--|--|
| <b>Business insights</b>   |  |  |
| <b>Outcome 3:</b><br>The Australian dried grape industry is more profitable through informed decision-making using consumer knowledge and tracking and insights from trade data. | 1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights* | <ul style="list-style-type: none"> <li>Development of a consumer insights strategy</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 tailored data outputs supplied to meet stakeholders' needs</li> </ul>   |
| <b>Demand Creation</b>   |  |  |
| <b>Outcome 4:</b><br>The premium quality of the Australian dried grape industry's products drives the development of 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 evidence-based export strategy</li> <li>Support of technical access to selected export markets (e.g., relevant datasets developed)</li> </ul> |
|  | 2. Increase industry access to mechanisms for business-to-business engagement                                | <ul style="list-style-type: none"> <li>Support and facilitation of exporters to build networks online and/or in market</li> </ul>  |
|  | 3. Increase demand for Australian dried grapes through improving knowledge, attitudes and purchase intent    | <ul style="list-style-type: none"> <li>Positive influence on consumer preference</li> <li>Use of nutritional and provenance information to support consumer demand</li> <li>Use of production system information to support consumer demand</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 dried grape SIP full document and find more information on the Dried Grape Fund at [www.horticulture.com.au/dried-grape/](http://www.horticulture.com.au/dried-grape/)**