

Nashi

STRATEGIC INVESTMENT PLAN 2022-2026



AT A GLANCE

The overarching strategic intent of the nashi Strategic Investment Plan (SIP) is to create a sustainable Australian nashi industry, profitable at each link in the supply chain. The industry’s primary focus is on optimising and stabilising production to meet demand and the secondary focus is to create additional demand.

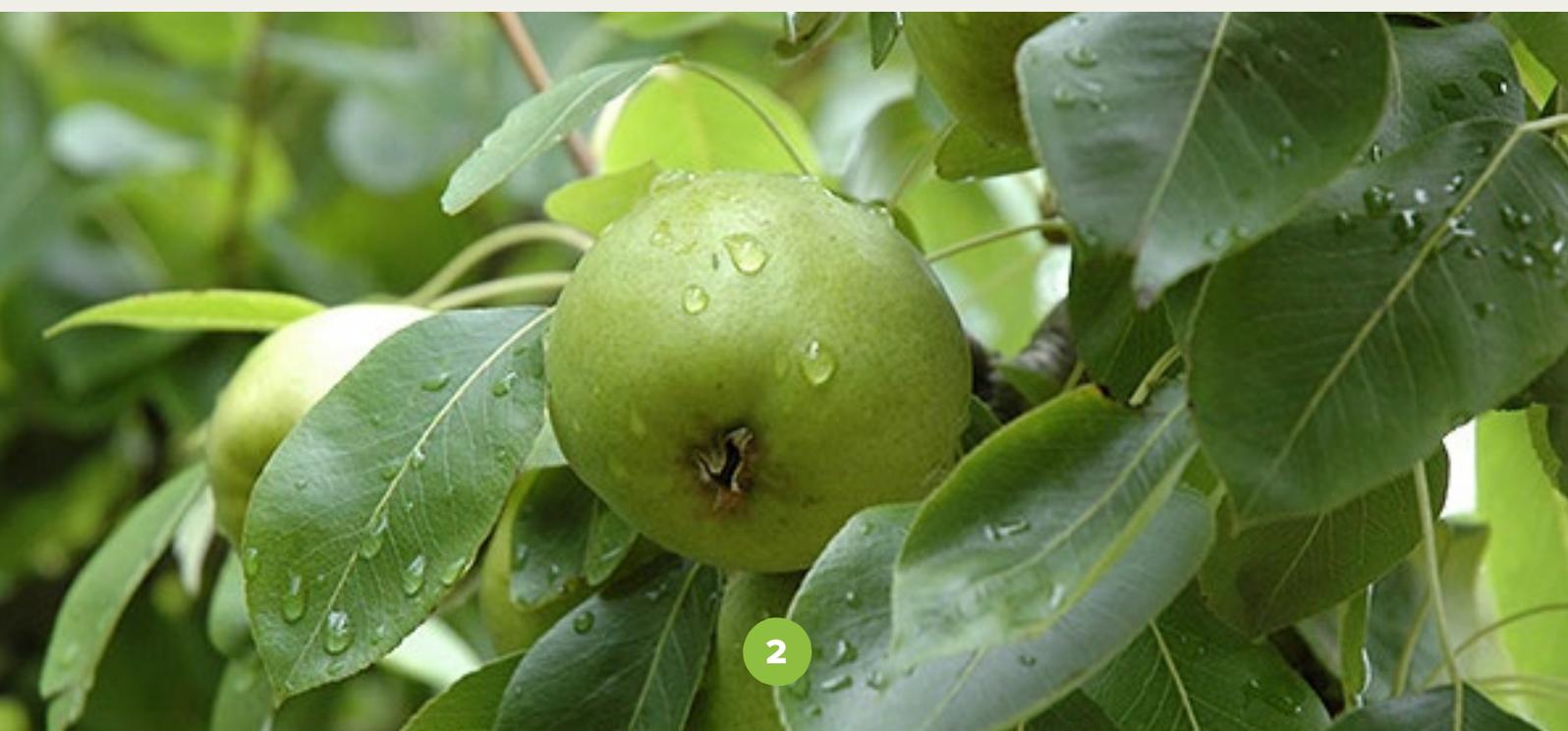
This abbreviated version of the nashi SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at www.horticulture.com.au/nashi/.

OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
Outcome 1: The Australian nashi industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and varieties.	1. Identify better and more sustainable packaging and storage options	<ul style="list-style-type: none"> • Packaging effectiveness identified for maintenance of nashi quality • Increased packaging sustainability, such as recyclable or biodegradable solutions
	2. Identify innovations that reduce the cost of thinning (e.g., by leveraging tools and technologies from other industries)	<ul style="list-style-type: none"> • Practices identified and validated to decrease production costs
	3. Identify/trial new varieties that may be more resistant/robust to scuffing and bruising and/or suited to waxing	<ul style="list-style-type: none"> • New varieties are identified and trialed with positive postharvest scuffing performance
	4. Improve pest and disease management by trialling more resistant varieties and extending identified BMPs	<ul style="list-style-type: none"> • New varieties are identified and trialed with validated superior performance of pest and disease resistance

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OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
Outcome 1: (continued) The Australian nashi industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and varieties.	5. Evaluate new variety options with specific quality attributes (note: explore opportunity with a Memorandum of Understanding (MOU) with Japan for access to germplasm)	<ul style="list-style-type: none"> Information distributed to growers on new variety options
	6. Prepare a whole-of-supply-chain handling, storage and display/merchandising manual for nashi fruit	<ul style="list-style-type: none"> Merchandising manual developed and adopted by key supply chain stakeholders Improved knowledge of merchandising requirements by supply chain stakeholders
	7. Investigate the opportunity to align with the apple and pear biosecurity plan renewal in 2022	<ul style="list-style-type: none"> Development of an industry biosecurity plan, possibly in combination with the apple and pear industry
Demand creation		
Outcome 2: Demand creation supports the Australian nashi industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for fresh, quality Australian nashi through aligning consumer knowledge, attitudes and purchase intent	<ul style="list-style-type: none"> Positive influence on consumer preference Viability of organic nashi is determined
	2. Review previous reports completed on value-added products (e.g., spirits, chips) and prioritise potential opportunities	<ul style="list-style-type: none"> Number of viable new products identified and scoped
Extension and capability		
Outcome 3: Improved capability and an innovative culture in the Australian nashi industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to create positive change in the areas of productivity	<ul style="list-style-type: none"> Establishment of a baseline and then increased share of the industry with positive change in knowledge, attitudes, skills and aspirations (KASA), and practice and implementation concerning targeted high priority areas





OUTCOME	STRATEGIES	KPIs
Business insights		
<p>Outcome 4: The Australian nashi industry is more profitable through informed decision-making using consumer knowledge and tracking, and benchmarking.</p>	<ol style="list-style-type: none"> 1. Benchmark within and across enterprises to better understand cost of production using data to measure and track industry productivity and profitability, and identifying areas for ongoing priority 2. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights* 	<ul style="list-style-type: none"> • Data available to support extension activities and individual grower decision-making • Evidence of data used to support industry-level decision-making and grower practice change • Delivery of consumer insights strategy • Evidence that consumer insights inform strategic market engagement

* 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 nashi SIP full document and find more information on the Nashi Fund at www.horticulture.com.au/nashi/