

# Onion

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



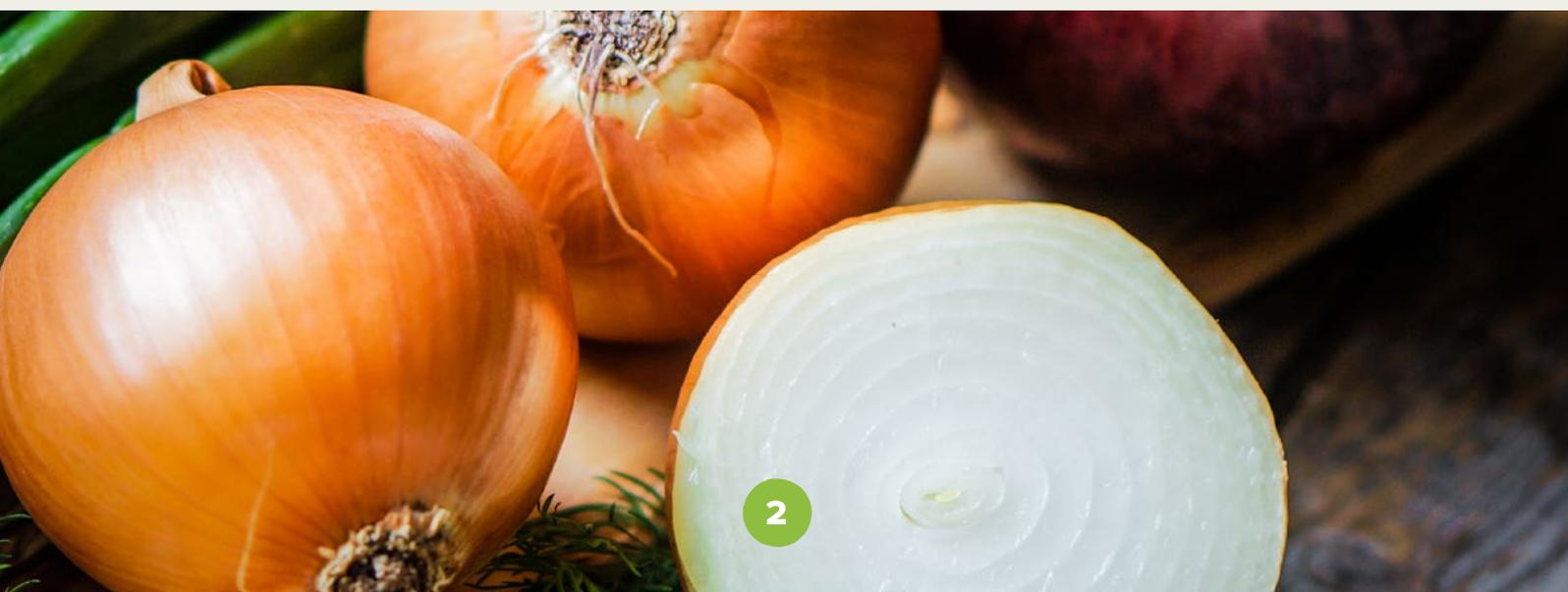
The overarching strategic intent of the onion Strategic Investment Plan (SIP) is to grow the onion industry through increasing demand, exploring new export opportunities and increasing global competitiveness.

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian onion industry to develop existing and future domestic and international markets.	1. Implement an onion industry export strategy focusing on categorising and segmenting market opportunities to deliver strategic growth	<ul style="list-style-type: none"><li>• Development of an export strategy that is supported by industry</li></ul>
	2. Increase domestic consumer demand for Australian onions through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Use of nutritional information that supports consumer demand</li><li>• Increased use of Australian onions in menus</li><li>• Growth in production volume for the foodservice industry</li></ul>
	3. Collaborate with other industries on trade development to enhance the capability of growers to export	<ul style="list-style-type: none"><li>• Support and facilitation of exporters to build networks online and/or in market</li></ul>
	4. Increase industry access to online export training material and mechanisms for business-to-business engagement	<ul style="list-style-type: none"><li>• Use of export training material that supports increased trade</li><li>• Support and facilitation of exporters that builds networks online and/or in market</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian onion industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D) and sustainable best management practices (BMPs).</p>	<ol style="list-style-type: none"> <li>1. Develop and optimise fit-for-purpose pest, weed and disease management strategies during crop growth and include postharvest quality risks</li> <li>2. Improve industry preparedness and resilience to biosecurity threats and develop new a path for the importation of clean seeds</li> <li>3. Improve soil health by building soil structure and condition, reducing erosion, adding nitrogen, improving nutrient recycling, and contributing to weed and soil-borne disease control (e.g., integrated cover crops)</li> <li>4. Develop optimised input management to reduce costs and maintain yield and quality in a changing climate, including labour, water and nutrient use efficiency</li> <li>5. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>6. 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*</li> <li>7. 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>• Increase in adoption of integrated pest and disease management (IPDM) strategies and decrease in crop loss from key weeds, insect pests and diseases</li> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Support for efforts that use technology to improve importation processes for seed</li> <li>• Evidence of cover cropping in production systems</li> <li>• Healthy soil best practices developed with growers</li> <li>• Strategies developed with growers that optimise input management and increase climate resilience</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 Limits (MRLs)</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian onion industry maximises investments in productivity and demand.	1. Deliver extension and communication capability to create positive change in the areas of biosecurity, soil and plant health, meeting consumer expectations and trade development	<ul style="list-style-type: none"> <li>Establishment of a baseline to develop relevant measurables and demonstrate increased share of industry (hectares) with positive change in knowledge, attitudes, skills and aspirations (KASA), practice and impact in targeted high-priority areas (e.g., trade, quality, biosecurity, soil health, plant health)</li> </ul>
	2. Provide opportunity for engagement and collaboration across onion and vegetable industry members and other stakeholders throughout the supply chain to innovate	<ul style="list-style-type: none"> <li>Grower satisfaction with industry growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)</li> </ul>
	3. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> <li>Increased participation in industry leadership initiatives</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian onion industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics, benchmarking and forecasting, and independent reviews.	1. 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 market engagement (e.g., case studies)</li> <li>New consumer knowledge available 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>
	3. 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>
	4. Use market leader global benchmarking to review Australian production competitiveness	<ul style="list-style-type: none"> <li>Data available to support extension activities and individual grower decision-making</li> <li>Evidence of data used to support industry-level decision-making and grower practice change</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 onion SIP full document and find more information on the Onion Fund at [www.horticulture.com.au/onion/](http://www.horticulture.com.au/onion/)**