

# Papaya

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the papaya Strategic Investment Plan (SIP) is to drive profitability by supporting best management practices (BMPs) and supply chain improvements, innovating for varietal improvement with superior agronomic performance and consistent product quality to drive increases in domestic consumer demand.

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian papaya industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for fresh, quality Australian papayas through knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer preference</li><li>• Positive shifts in brand tracking</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 papaya industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D), sustainable BMPs and varieties.</p>	<ol style="list-style-type: none"> <li>1. Complete the development of new red and yellow varieties with superior agronomic performance, product quality, and disease resistance</li> <li>2. Refine agronomic practices to improve productivity, quality and environmental outcomes</li> <li>3. Review current postharvest protocols and guidelines to identify opportunities for practical demonstration, extension and future investment</li> <li>4. Improve industry preparedness and resilience to biosecurity threats</li> <li>5. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>6. Support and co-ordinate 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>• Availability and access to superior varieties with improved agronomic performance and product quality attributes developed for Australian conditions</li> <li>• New knowledge on the performance of superior F1 hybrids</li> <li>• Grower-led trial sites in major papaya and pawpaw growing regions</li> <li>• New agronomic knowledge available for sustainable papaya production</li> <li>• Desktop review and identification of knowledge gaps in pest and disease management (e.g., hot water treatment and fungicides), harvest guidelines, cold chain technology, optimum handling and storage</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>• 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>		
<p><b>Outcome 3:</b> Improved capability and an innovative culture in the Australian papaya industry maximises investments in productivity and demand.</p>	<ol style="list-style-type: none"> <li>1. Deliver extension and communication capability to support positive change in the areas of varietal development, postharvest management and biosecurity</li> <li>2. Provide opportunity engagement between and across industry members and relevant stakeholders</li> <li>3. Develop a targeted skills training, leadership development and career pathway program for the papaya industry</li> </ol>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Demonstrated growth in cooperation within industry and across industries leading to business and industry innovations (e.g., case studies)</li> <li>• Increased capacity in leadership initiatives</li> </ul>
<b>Business insights</b>		
<p><b>Outcome 4:</b> The Australian papaya industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and benchmarking and independent reviews.</p>	<ol style="list-style-type: none"> <li>1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*</li> <li>2. Use production forecasts to inform long-term and/or in-season market planning and supply strategies</li> <li>3. Use benchmarking activity to measure and track industry productivity and profitability</li> </ol>	<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> <li>• Production data is available</li> <li>• Evidence that production data support marketing and production decisions</li> <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 papaya SIP full document and find more information on the Papaya Fund at [www.horticulture.com.au/papaya/](http://www.horticulture.com.au/papaya/)**