Persimmon

STRATEGIC INVESTMENT PLAN 2022-2026



AT A GLANCE

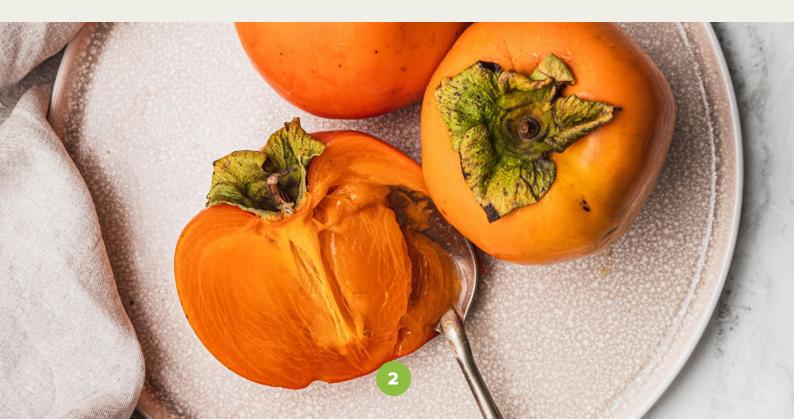
The overarching strategic intent of the persimmon Strategic Investment Plan (SIP) is to grow the total value of the Australian persimmon industry by concentrating on improved and consistent product quality to drive increases in domestic and international consumer demand.

This abbreviated version of the persimmon 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/persimmon/.

ОUTCOME	STRATEGIES	KPIs		
Demand creation				
Outcome 1: Demand creation supports the Australian persimmon industry to develop existing and future domestic markets.	Increase domestic consumer demand for Australian persimmon through improving knowledge, attitudes and purchase intent	 Positive influence on consumer preference, knowledge, attitudes, and purchase intent Use of nutritional information to support consumer demand 		



ОUТСОМЕ	STRATEGIES	KPIs		
Industry supply, productivity and sustainability				
Outcome 2: The Australian persimmon industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and varieties.	Develop and validate rootstock clonal propagation methods to improve orchard uniformity	Improved orchard uniformity		
	Evaluate the performance of scion and rootstock varieties while continuing to develop high-health and quality planting material	Development of pest and disease management strategies that mitigate crop loss in collaboration with growers		
	Develop and optimise fit-for-purpose sustainable pest and disease management strategies	Development of tree stock standards		
	Improve industry preparedness and resilience to biosecurity threats	Maintenance/tracking of the implementation of an industry biosecurity plan		
	Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*	Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options		
		 Industry priority needs published and shared with stakeholders, including registrants 		
	Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	Regulatory Risk Assessments maintained		
	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*	Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)		





ОUTCOME	STRATEGIES	KPIs
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Extension and capability

Outcome 3:

Improved capability and an innovative culture in the Australian persimmon industry to maximise investments in productivity and demand.

- Deliver communication and extension capability to support positive change in the areas of sustainable production, pest and disease management, breeding, and biosecurity
- 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

Business insights

Outcome 4:

The Australian persimmon industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.

- Use consumer insights to drive industry alignment with quality and brand-positioning opportunities*
- Delivery of consumer insights strategy
- Evidence that consumer insights inform strategic market engagement and BMPs on farm
- New consumer knowledge available for growers
- * 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 persimmon SIP full document and find more information on the Persimmon Fund at

www.horticulture.com.au/persimmon/



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