

Pistachio

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the pistachio Strategic Investment Plan (SIP) is to develop a highly profitable pistachio industry by producing sustainable yields of high-quality pistachio nuts that excite consumers and satisfy food manufacturers, both in Australia and overseas.

This abbreviated version of the pistachio 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/pistachio/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian pistachio industry to improve consumer perceptions of Australian pistachio nuts by constantly improving appearance and taste, and promoting health benefits in the marketplace.	1. Continue marketing the fresh taste of Australian pistachios directly to Australian consumers	<ul style="list-style-type: none">Increased domestic consumption
	2. Maintain and improve access to current and potential international markets for Australian pistachios	<ul style="list-style-type: none">Support for technical market accessImproved access to export markets
	3. Investigate the opportunities for the export of fresh pistachio nuts via an export feasibility study and pursue opportunities if viable	<ul style="list-style-type: none">Utilisation of export feasibility material to support increased trade
	4. Educate health care professionals (HCPs) and other key influencers using current nutritional information and data	<ul style="list-style-type: none">Increased knowledge of HCPs and key influencers regarding nutritional status of pistachios



OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian pistachio industry has increased profitability, efficiency and sustainability through innovative research and development (R&D) and sustainable best management practices (BMPs).</p>	<p>1. Improve industry preparedness and resilience to biosecurity threats</p>	<ul style="list-style-type: none"> • Maintenance/tracking of the implementation of an industry biosecurity plan • Development of risk analyses of high priority pests including entry pathways, establishment and spread potential • Increased on-farm uptake of a biosecurity plan
	<p>2. Develop orchard BMP technologies for water use, pruning, IPDM, and nutrition to improve production efficiency and maximise yield, size, appearance, and taste while addressing climate variability</p>	<ul style="list-style-type: none"> • Increased knowledge and adoption of sustainable orchard BMPs by 75% of industry • Pest and disease management strategies that mitigate crop loss co-developed with growers and utilised by 75% of industry • Maintenance of the insect damage free status of pistachio orchards • Improved water-use efficiency that meets industry and horticultural best practice • 75% (by count) of Australian mature orchards achieving average yields over the off-crop/on-crop years of over 3,000 kilograms per hectare (7.5 kilograms/female tree) by 2025 • 75% (by count) of Australian orchards achieving a medium nut count of less than 90 nuts/100 grams by 2025 • 75% (by count) of Australian orchards achieving less than 4% of dark stain in all seasons
	<p>3. Define the Australian pistachio industry sustainability program and credentials</p>	<ul style="list-style-type: none"> • Defined Australian pistachio industry sustainability program and credentials • Positive change in knowledge, attitudes, skills and aspirations (KASA) within the grower community for the Australian pistachio industry sustainability program
	<p>4. Ensure premium scions and rootstocks are available to producers</p>	<ul style="list-style-type: none"> • Increased grower knowledge and uptake of premium scions and rootstocks
	<p>5. Develop and maintain programs that ensure quality nuts from producers</p>	<ul style="list-style-type: none"> • Improved nut quality as reported by the industry quality benchmarking studies





OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 3: Improved capability and an innovative culture in the Australian pistachio industry maximises investments in productivity and demand.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> Establishment of a baseline and then increased share of industry with positive change in KASA and practice and implementation of targeted high priority areas (e.g., integrated pest and disease management (IPDM), biosecurity, and soil and water management)
	2. Use industry production benchmarking activity to measure and track industry productivity, profitability and sustainability metrics	<ul style="list-style-type: none"> Demonstrated growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)
Business insights		
Outcome 4: The Australian pistachio industry is more profitable through informed decision-making using consumer knowledge and tracking.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> Delivery of consumer insights strategy Evidence that consumer insights inform strategic market engagement New consumer knowledge available for growers
	2. Use industry production benchmarking activity to measure and track industry productivity, profitability and sustainability metrics	<ul style="list-style-type: none"> Evidence in annual benchmarking reports of targeted metrics in other outcomes

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