

Summerfruit

STRATEGIC INVESTMENT PLAN 2022-2026

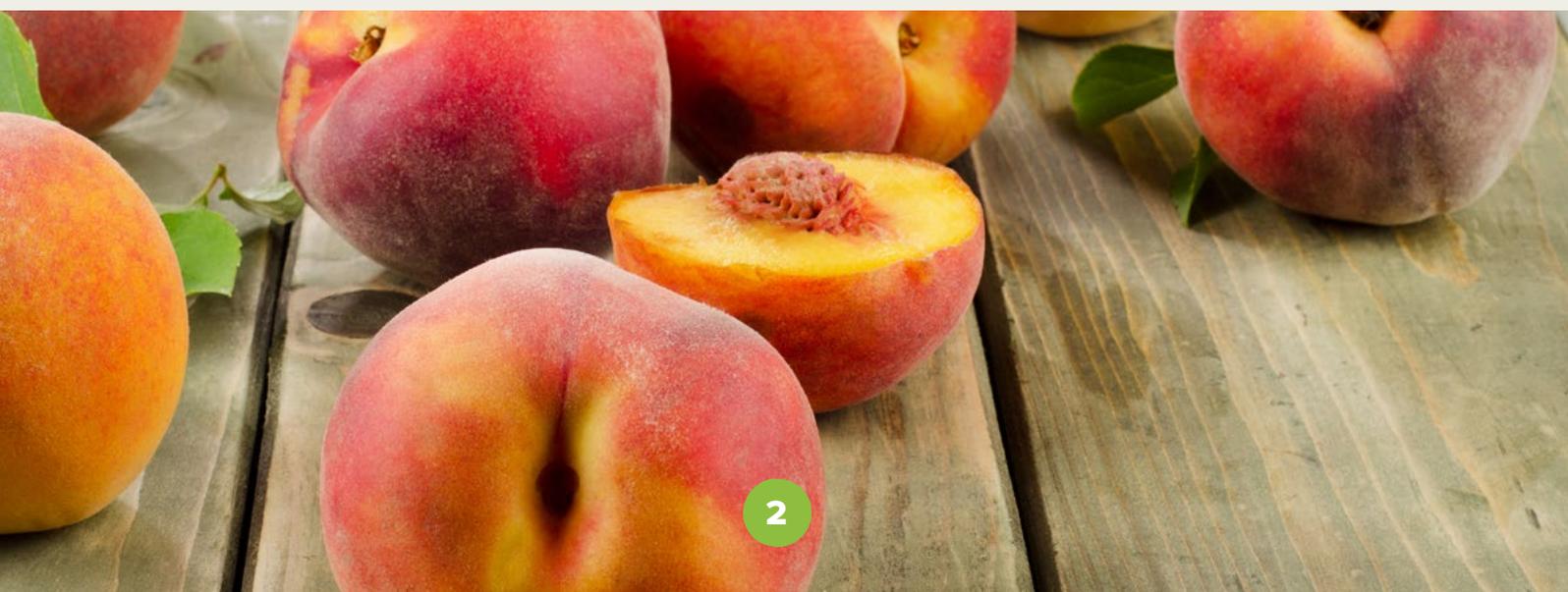
AT A GLANCE

The overarching strategic intent of the summerfruit Strategic Investment Plan (SIP) is to improve international competitiveness, profitability and sustainability of the Australian summerfruit industry through advancements in orchard systems, effective biosecurity systems and quality improvements in the supply chain to increase domestic and international demand.

This abbreviated version of the summerfruit 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/summerfruit/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian summerfruit industry to develop existing and future domestic and international markets.	1. Develop and implement a national industry export strategy which takes into account regionally-specific opportunities for new and improved market access	<ul style="list-style-type: none">• Development of an export strategy which targets new markets for summerfruit in collaboration with growers• Increased export market opportunities• Support for technical access to selected export markets (e.g., case studies)
	2. Maintain and improve trade through business-to-business engagement activities and in-market representation in mature and emerging trade markets	<ul style="list-style-type: none">• Collaboration with other industries for in-market representation
	3. Increase domestic consumer demand and build international consumer awareness for Australian summerfruit through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Use of nutritional information to support consumer demand

OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian summerfruit 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 and support a national approach to fruit fly management, including improving access to existing and new markets</p>	<ul style="list-style-type: none"> Maintenance/tracking of the implementation of an industry biosecurity plan Development of risk analyses for high priority pests (exotic and endemic fruit flies, fire blight, Varroa mite) including entry pathways, establishment and spread potential
	<p>2. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</p>	<ul style="list-style-type: none"> 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
	<p>3. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</p>	<ul style="list-style-type: none"> Regulatory Risk Assessments maintained
	<p>4. 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*</p>	<ul style="list-style-type: none"> Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)
	<p>5. Continue to optimise productivity, fruit quality and sustainability of orchards systems through targeted R&D including rootstock, canopy design, crop load, labour efficiency and automation/mechanisation</p>	<ul style="list-style-type: none"> New knowledge available for growers on orchard systems
	<p>6. Equip industry to understand and respond to the impact of climate variability and extremes on both production and marketing</p>	<ul style="list-style-type: none"> Improved knowledge and development of mitigation strategies
	<p>7. Support pollination security through robust honey bee health, including pest and disease mitigation</p>	<ul style="list-style-type: none"> Evidence of sustainable honey bee health through surveillance data, including development of recommended practices to manage hive health in the presence of Varroa mite based on experiences and learnings from New Zealand





OUTCOME	STRATEGIES	KPIs
Business insights		
Outcome 3: The Australian summerfruit industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and independent reviews.	1. Use industry production benchmarking activity to measure and track individual and industry productivity and profitability	<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
	2. Use trade data to guide ongoing export development opportunities*	<ul style="list-style-type: none"> Supply of trade data outputs to meet stakeholders needs
	3. Develop consumer insights on product quality, purchasing behaviour and brand-positioning opportunities*	<ul style="list-style-type: none"> Delivery of consumer insights strategy Evidence that consumer insights inform strategic market engagement and demand drivers
Extension and capability		
Outcome 4: Improved capability and an innovative culture in the Australian summerfruit industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to create positive change in the priority areas for the summer fruit industry that is supportive of maximising sustainable profitability, driving export opportunities, biosecurity and product integrity	<ul style="list-style-type: none"> An increase in engagement, awareness and knowledge of R&D project outputs especially in relation to maximising sustainable profitability, driving export opportunities, biosecurity and product integrity
	2. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> Increased participation in industry leadership initiatives
	3. Provide the opportunity for engagement within the summerfruit industry with other industries and stakeholders to innovate through trusted relationships	<ul style="list-style-type: none"> Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (e.g., survey data)

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