

# Table grape

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE

The overarching strategic intent of the table grape Strategic Investment Plan (SIP) is to optimise profitability and sustainability of the Australian table grape industry through development of export markets, improving production efficiency and supply of consistent, high-quality fruit.

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian table grape industry to develop existing and future domestic and international markets.	1. Improve existing market and establish new market access protocols to ensure commercially viable export pathways	<ul style="list-style-type: none"><li>Support for technical access to selected export markets (e.g., case studies)</li><li>Exporter satisfaction with progress on agreed market access priorities (e.g., case studies)</li></ul>
	2. Build international consumer awareness and preference of fresh, quality Australian table grapes through improving 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></ul>
	3. 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"><li>Support for technical access to selected export markets (e.g., case studies)</li><li>Development of export strategies for new markets in collaboration with producers</li><li>Collaboration with other industries for in-market representation</li></ul>
	4. Build domestic consumer demand for fresh, quality Australian table grapes 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></ul>

OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<b>Outcome 2:</b> The Australian table grape industry has increased production efficiency, sustainability, and profitability through innovative research and development (R&D), robust biosecurity systems and consistent high-quality fruit.	<ol style="list-style-type: none"> <li>Design and trial innovative production technologies to drive improvements in productivity, input use efficiency and system resilience in existing production regions</li> <li>Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>Identify technologies and approaches to improve labour use efficiency by investigating alternative practices relative to current practices</li> <li>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> <li>Establish best practices to maintain product quality throughout the supply chain</li> <li>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>Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/disease incursion and the by improving industry preparedness and resilience to biosecurity threats</li> <li>Develop production strategies for new and developing production regions (e.g., northern Australia)</li> </ol>	<ul style="list-style-type: none"> <li>New knowledge developed in collaboration with producers and other stakeholders contributing to sustainable and resilient production systems</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>Identification of technologies and approaches to improve labour efficiency and shared with producers</li> <li>Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> <li>Improved product quality management across table grape supply chains</li> <li>Regulatory Risk Assessments maintained</li> <li>Maintenance/tracking of the implementation of an industry biosecurity plan, including threats to tropical regions (e.g., Oriental fruit fly and grapevine leaf rust)</li> <li>Maintenance/tracking of the implementation of surveillance plans for high priority pests (e.g., Pierce's disease and its insect vectors, and Oriental fruit fly)</li> <li>Development of new knowledge in collaboration with producers, new investors and other stakeholders in new and developing production regions</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian table grape industry maximises investments in productivity and demand.	1. Create positive change in the priority areas, high-quality production, biosecurity/plant protection, climate variability and exports through delivery of communications and extension capability  2. Provide opportunity for engagement between industry, producers and relevant stakeholders  3. Strengthen table grape industry leadership through initiatives and training	<ul style="list-style-type: none"><li>• Establishment of a baseline and tracking of industry acreage managed with positive knowledge, attitudes, skills and aspirations (KASA) concerning targeted high priority areas (e.g., meeting quality standards, export skills)</li><li>• Establishment of a baseline and tracking of industry acreage managed to implement targeted high priority areas (e.g., export capability)</li><li>• Producers' satisfaction with growth in co-operation within industry, across industries and with other stakeholders leading to business and industry innovations (i.e., survey data)</li><li>• Increased participation in industry leadership initiatives</li></ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian table grape industry is more profitable through informed decision-making using consumer knowledge and tracking of trade data, production statistics and forecasting, and independent reviews.	1. Consumer insights drive industry alignment with quality and brand-positioning opportunities  2. Use trade data to guide ongoing development of new and existing export markets*	<ul style="list-style-type: none"><li>• Evidence that consumer insights inform strategic market engagement (e.g., case studies)</li><li>• Trade data maintained and 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>• Production forecast available</li><li>• Evidence that production forecasts support production, marketing and trade decisions</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 table grape SIP full document and find more information on the Table Grape Fund at [www.horticulture.com.au/table-grape/](http://www.horticulture.com.au/table-grape/)**

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