

Nashi

STRATEGIC INVESTMENT PLAN 2019-2024 AT A GLANCE

IMPACT OF THIS PLAN

Decreased
PRODUCTION
COSTS
.....
Increased
CONSUMER
DEMAND

OUTCOMES	STRATEGIES
Industry profitability is improved by reducing the average cost of production Strategies	Benchmark within and across enterprises to fully understand cost of production Identify innovations that reduce the cost of managing fruit set, such as automation from other industries, thinning and budding Improve pest and disease management by trialling more resistant varieties and extending identified management best practices
Industry profitability is improved by supplying a higher quality product to the market Strategies	Identify and trial new varieties that may be more robust and resistant to scuffing and bruising and/or suited to waxing Prepare a whole-of-value-chain handling, storage and merchandising manual for nashi fruit Identify better and more sustainable packaging and storage options Develop improved devices to remove nashi stems

OUTCOMES	STRATEGIES
Demand for nashi is increased by developing new products Strategies	Create value-add products such as nashi-based spirits and chips Evaluate new variety options with specific quality attributes Establish nutritional and pharma benefits of nashi Produce organically-grown nashi
Demand for nashi is increased by developing new markets Strategies	Identify new varieties that are more suited to domestic and export markets Undertake reviews of potential export markets Undertake market research to better understand consumer preferences and segments

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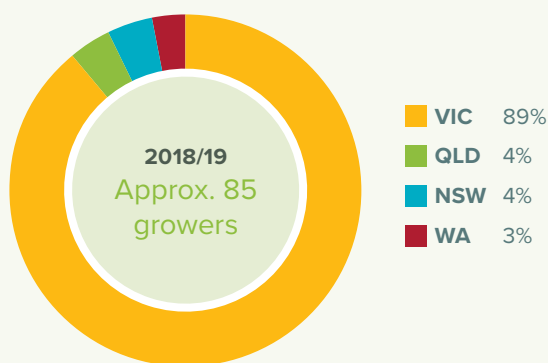
Major opportunities

- New/better varieties, especially to increase resilience
- Technology, including automation
- More efficient thinning – identified by pear R&D community internationally
- Better packaging, especially for sustainability
- Better storage
- Addressing of fruit darkening
- Benchmarking
- Organics
- In-store merchandising/training
- New products (such as juice) and varieties
- Different distribution channels
- New export markets
- International linkages (in everything – such as R&D and marketing)
- Linkages with other industries
- Best practice review and packages in production and packing
- Market research

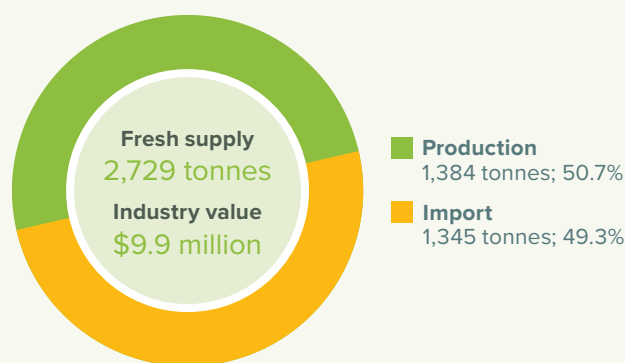
Major challenges

- Not enough data/transparency
- Product is easily damaged and needs a protective sock
- Product is 'boring' compared to other 'unusual fruits' such as black apples
- High labour costs
- Lack of consumer awareness/understanding
- Lack of access to certain markets
- Poor performance in perception of retailers
- Poor performance of retailers in marketing the product
- Lack of value-add opportunities such as juice
- Lack of critical mass may hinder ability to take advantage of opportunities

Industry size and production distribution



Nashi supply chain and value 2018/19



DISCLAIMER

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