

# Sweetpotato

## STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$9.09 million over the next five years.

OUTCOMES	STRATEGIES
By 2021, domestic per capita consumption of fresh Australian sweetpotato has increased, supported by positive consumer perceptions of product value	Increase domestic consumer demand for fresh, quality Australian sweetpotato
	Inform consumers about the positive and distinctive health and nutrition attributes of sweetpotato
	Monitor current perceptions and experiences with sweetpotato by different consumer segments
By 2021, the Australian sweetpotato industry has increased marketable yield per hectare through adoption of technology, management best practice and cultivars	Promote the use of existing R&D and proven management practices that improve on-farm efficiency and increase yield
	Facilitate access to protectants of high value to growers
	Maintain and improve access to sweetpotato cultivars that meet market needs and offer superior performance with yield
	Innovation in sweetpotato growing systems for sustainable production

OUTCOMES	STRATEGIES
By 2021, the Australian sweetpotato industry has diversified its markets through export development and value adding	Work directly with major sweetpotato value chain businesses to prioritise three commercially viable market diversification opportunities
	Develop trade with existing export markets
	Collaborate with government and other industries to gain technical access to new, high value markets
By 2021, the Australian sweetpotato industry has secured and strengthened its good reputation with the community, customers and governments	Manage risks to the industry's reputation as a reliable supplier of superior quality, safe and responsibly grown produce
	Strengthen industry cohesion through direct, two-way communication with growers and other value chain businesses



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## STRATEGIC INVESTMENT PLAN

### 2017-2021

#### AT A GLANCE

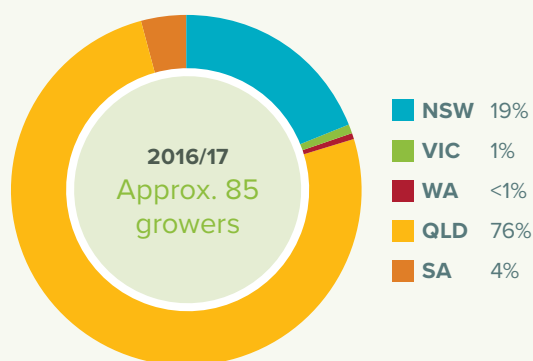
#### Major opportunities

- Greater mechanisation may help reduce dependence on labour
- Increasing consumer health consciousness and 'wellness' campaigns
- Potential to increase fresh exports
- Broader adoption of BMP approaches and the development and adoption of IPDM practices to reduce the dependence on chemical controls
- Increasing health focus on gut health
- Availability all year through diversity of production.

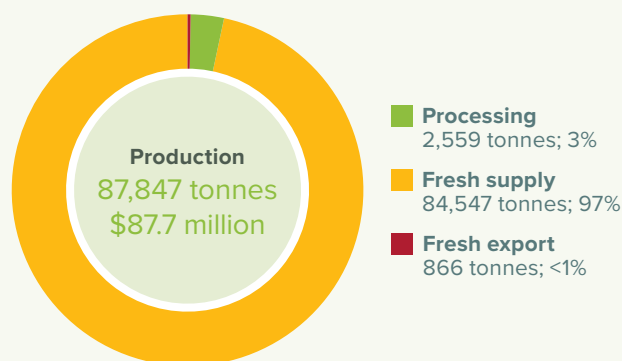
#### Major challenges

- Low cost imports to competing processed product
- Labour cost increases
- Biosecurity constraints and challenges
- Dietary trends focusing on low sugar/fructose
- Regulatory changes removing the availability of specific chemical controls
- Variable supply with seasonality peaks causing low sale price
- Potential loss of experience within the industry with the retirement or loss of experienced agronomists.

#### Industry size and production distribution



#### Sweetpotato supply chain and value 2016/17



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