

# Chestnut

## STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$784,691 over the next five years.

OUTCOMES	STRATEGIES
Improved retail quality of chestnuts that matches consumer expectations	<p>Work with growers and the supply chain to research solutions and ensure consumers receive fresh Australian chestnuts that meet their expectations of quality</p> <p>Research and deliver an industry-managed grower accreditation program based on agreed quality and food safety parameters</p>
Average annual yield increased by 10 percent on mature plantings	<p>Manage nut rot on-farm and eliminate nut rot from the supply chain</p> <p>Develop and implement orchard best management practices</p> <p>Address pest and disease issues that currently limit yield or have the potential to limit yield in the future, that is, maintain effective industry biosecurity</p> <p>Provide the industry with appropriate planting material that is disease-resistant, higher yielding, and produces nuts that meet consumer expectations, such as taste and easy peeling</p>

OUTCOMES	STRATEGIES
Better informed industry and improved adoption of R&D outputs	<p>Support adoption of R&amp;D outcomes with effective extension</p> <p>Deliver meaningful data on production and planting, domestic and international markets in a timely manner</p> <p>Ensure all relevant stakeholders remain engaged through an effective communications program</p> <p>Engage with the international nut industry to maximise R&amp;D and marketing innovation</p>
Increased domestic demand and increased on-farm prices	<p>Develop and execute a market strategy based on sound market intelligence that grows the Australian chestnut market</p> <p>Explore emerging opportunities, including value-added products and export market development</p>

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## STRATEGIC INVESTMENT PLAN

### 2017-2021 AT A GLANCE

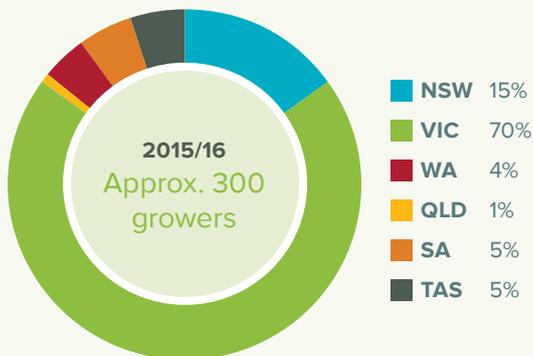
#### Major opportunities

- Value-added products
- Strong demand in specific demographic segments
- New consumers, including capitalising on restaurant interest
- Suitable for people with gluten-intolerance
- Capitalising on health benefits and collaboration with other nut industries to promote these
- Developing the export sector
- Collaboration with other countries on chestnut R&D and marketing
- Providing consumers with better-tasting, easy-to-peel varieties
- Raised awareness of continuous cool chain requirement for good quality chestnuts.

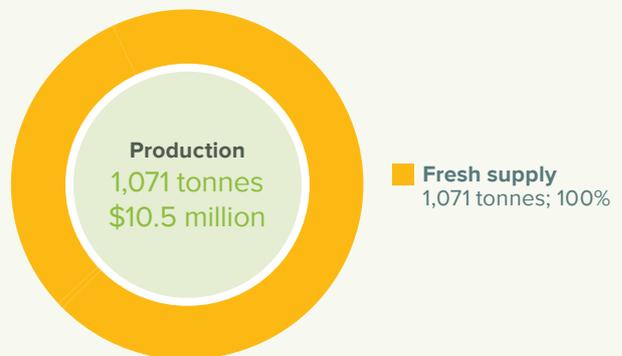
#### Major challenges

- Encouraging younger consumers to try chestnuts
- Differentiating Australian product from cheaper imported processed chestnuts
- Potential fresh imports (pending other countries meeting Australia's biosecurity requirements)
- Increasing production costs
- Eradication of chestnut blight
- Access to cost effective, environmentally benign pest and disease control technology
- Getting repeat sales when there is variable quality and internal rot
- Lack of agreed product quality standards
- Requirement of a continuous cool chain.

#### Chestnut industry size and production distribution



#### Chestnut supply chain and value 2014/15



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