

Citrus

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN

\$140.1
Million

Based on an estimated investment of \$22.7 million over the next five years

OUTCOMES	STRATEGIES
Market opportunities in both domestic and especially export markets have been developed and maintained, leading to increased demand and support for citrus products	Identify and develop new and existing export market opportunities
	Identify and develop new and existing domestic market opportunities
	Support demand-building activities in export and domestic markets through the provision of accurate and timely market research
Growers and the industry reduce biosecurity, phytosanitary and agrichemical-related risks	Safeguard the Australian citrus industry from future biosecurity and phytosanitary risks throughout the value chain
	Safeguard the Australian citrus industry from injudicious use of agrichemicals throughout the value chain

OUTCOMES	STRATEGIES
Improved product quality and increased productivity from the application of innovation	Undertake R&D and extension to develop and extend improvements in productivity and efficiency across the value chain
	Undertake R&D and extension to enhance product quality (such as flavour and juice content)
Industry participants have increased skills, capacity and knowledge	Increase skills in existing participants, and attract a new generation of willing participants to the citrus industry
	Ensure growers and other members of the value chain are fully aware of industry developments

Major opportunities

- Increased demand for high-quality product with high-quality standards
- Close proximity to Asian markets
- Maintenance of current high-value markets and exploring emerging markets
- Relative freedom from pests and diseases in some areas
- Greater use of technical and marketing resources
- Moving towards ultra-low pesticide residue through best management practices (BMPs)
- Improvement of industry capacity to meet strict market protocols.

Major challenges

- Increasing protectionist policies in emerging markets
- Other countries improving quality (and Australia's potential loss of its premium position in export market)
- Ensuring there is no loss of markets due to biosecurity or MRL breaches
- Ensuring increased production does not lead to oversupply
- Reduced access to water and climate variability
- Maintenance of pest-free area (PFA) status in some areas
- Ensuring diseases do not spread through budwood
- High costs for labour and compliance
- Ensuring accuracy of tree census and crop estimates data.

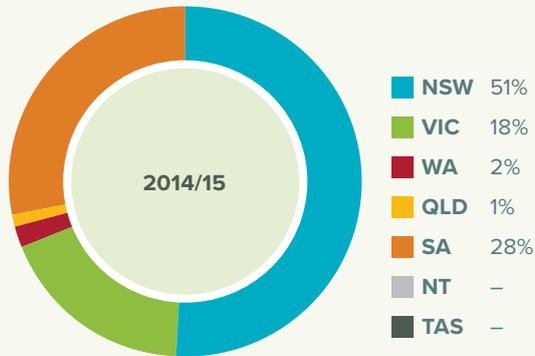
Citrus

STRATEGIC INVESTMENT PLAN

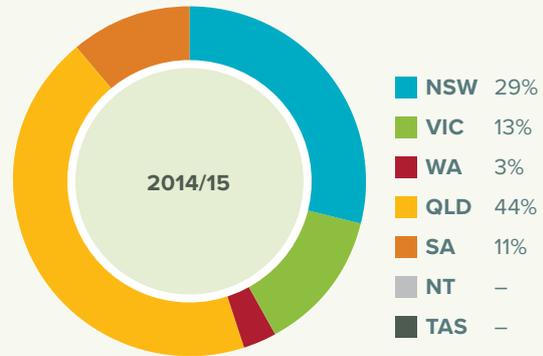
2017-2021

AT A GLANCE

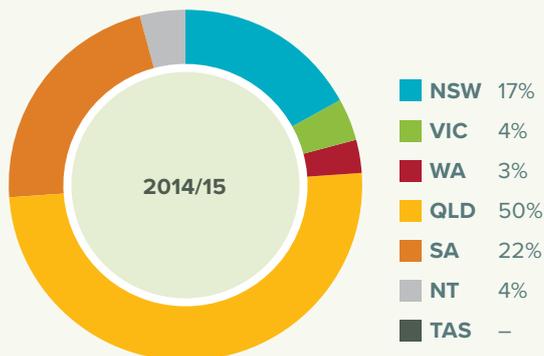
Orange industry size and production distribution



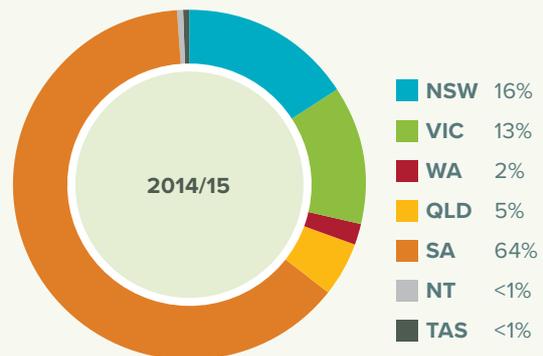
Mandarin industry size and production distribution



Lemon/lime industry size and production distribution



Grapefruit industry size and production distribution



Citrus supply chain and value 2014/15



2015/16 Approximately 1,500 growers

DISCLAIMER

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