

Dried grape

**STRATEGIC INVESTMENT PLAN
2017-2021 AT A GLANCE**

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$2.40 million over the next five years.

Major opportunities

- Increasing scale and vertical integration in the industry
- Closing the yield gap between high and low producers
- Applying precision agriculture to reduce variability within blocks
- Increasing mechanisation, especially of pruning, and other technologies to reduce labour requirements
- Adoption of self-desiccating varieties
- Growing consumption through promotion of health benefits
- Expansion of exports to Asian and Middle Eastern markets, leveraging Australia's 'clean and green' image.

OUTCOMES	STRATEGIES
Increased demand for Australian product in high-value markets	<ul style="list-style-type: none"> Develop a domestic and export marketing strategy Undertake promotional activities as identified in the marketing strategy Undertake R&D or other activities as required to develop export markets Develop new or new uses for existing dried grape products
The volume of high quality dried fruit produced is increased to 20 to 30 kiloton for economies of scale and consistency of supply	<ul style="list-style-type: none"> Conduct a production and financial benchmarking study of dried grape production Breed new and/or commercialise available superior varieties, starting with a review of existing variety evaluation programs Undertake R&D to increase yield, increase quality and/or reduce cost of production (such as precision farming and mechanisation) Undertake R&D and related activities to minimise production risks (such as pests and diseases, climate change and labour)
The capacity of industry participants is increased	<ul style="list-style-type: none"> Extend the outcomes of past and new R&D to growers, drawing on deliverables from Outcomes 1 and 2 including the benchmarking study and new varieties Develop R&D and extension capability in the industry Develop personal skills of industry participants (leadership, resilience)

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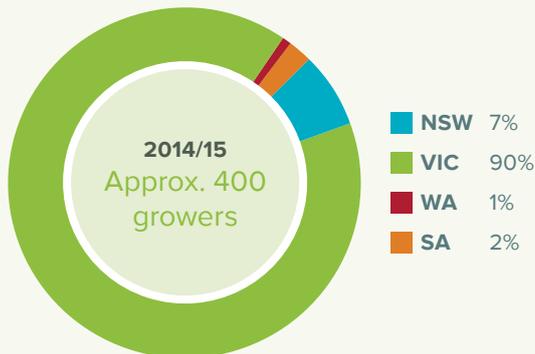
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2017-2021 AT A GLANCE

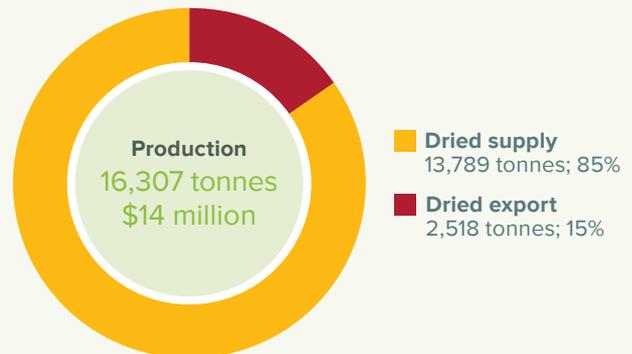
Major challenges

- Climate change and variability
- New, increasingly resistant, or uncontrolled pests and diseases
- More stringent pesticide regulations (especially in the European Union) and lack of alternative chemicals when restrictions apply
- Reduced supply due to enterprise shifts, for example, almonds
- Disappointing customers by failure to supply – particular problem with light-coloured fruit
- Poor understanding of established trellis drying techniques and risk management by new growers
- Relatively low returns compared to competing enterprises
- Small industry size limits industry infrastructure (such as processing) and ability to reliably supply markets (unable to supply the domestic market), and reduces the industry's collective influence
- Increased competition from imports
- Reduced consumption due to health concerns over sugar
- Lack of a pool of employees specifically skilled and knowledgeable in modern dried grape production for corporate properties.

Industry size and production distribution



Dried grape supply chain and value 2014/15



DISCLAIMER

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