

# Melon

## STRATEGIC INVESTMENT PLAN 2018-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN

**\$20.19**  
Million

based on an investment of \$4.2 million  
over the next four years.

OUTCOMES	STRATEGIES
By 2021, improved consumer perceptions of melon quality have supported increased domestic demand	Conduct regular consumer research to gather insights on changing perceptions and expectations of fresh Australian melons
	Collate and distribute evidence of the positive product health attributes of Australian melons
	Improve the reliability and consistency of year-round eating quality of Australian melons
By 2021, the Australian melon industry has increased on-farm production efficiency, enabling improved returns for growers	Document and share evidence of industry-wide practices that strengthen and assure the safety and integrity of melon products
	Promote the use of existing R&D and proven management practices that improve on-farm efficiency and increase profitability
	Undertake R&D and extension to enhance product quality, consistent with evidence of consumer expectations (with a focus on harvest and post-harvest)

OUTCOMES	STRATEGIES
<i>Continued</i>	Develop applied research and innovation in melon growing systems for sustainable production and biosecurity management
	Continual improvement in practices and processes that mitigate pest and disease threats
By 2021, the Australian melon industry has developed and maintained export market opportunities, enabling increased returns to growers	Develop and improve technical market access for Australian melons into priority markets
	Maintain and improve trade with existing export markets, especially where opportunities exist in the premium end of the market
	Support export market demand through timely and accurate data, information and market research
By 2021, the Australian melon industry has implemented actions in prioritised areas to mitigate and minimise risks including food safety and biosecurity	Collaborate with whole of industry supply chain firms to identify and prioritise biosecurity and food safety risks
	Raise awareness of biosecurity and food safety risks across the value chain, through educational programs, on-site training and monitoring and evaluation
	Develop, distribute and implement an industry-wide risk mitigation plan to minimise and prevent biosecurity and food safety incidents
	Collaborate with whole of industry supply chain to implement workable prevention and best practice procedures
	Develop and implement risk monitoring and traceability systems for early detection and rapid response
	Support and complement the initiatives of the biosecurity levy

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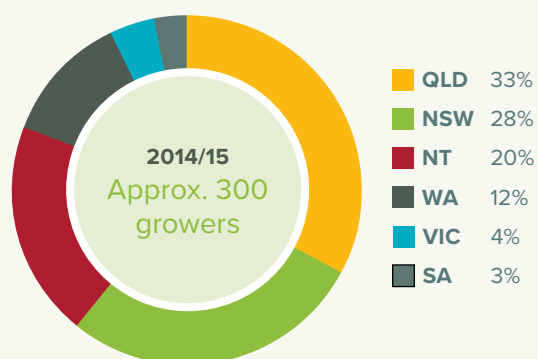
#### Major opportunities

- High value export markets for Australian melon
- Growing export capabilities
- Highly recognisable and competitively priced product
- Increasing consumer demand during cooler season
- Improving quality standards and consistency
- Improving capacity to manage major industry crisis events
- Increasing awareness and adoption of available R&D

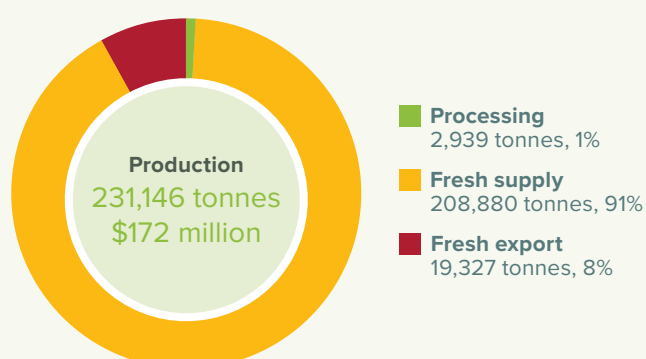
#### Major challenges

- Rising costs of production
- Food safety outbreaks
- Access to high value export markets with biosecurity barriers
- Variable eating quality
- Periodic oversupply and accurate supply forecasts
- Changes and variability in growing conditions
- Declining/uncertain access to crop protectants

#### Industry size and production distribution



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



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