

Papaya

STRATEGIC INVESTMENT PLAN

2017-2021

AT A GLANCE

Horticulture
Innovation
Australia

POTENTIAL IMPACT OF THIS PLAN

\$10
Million

Based on an estimated investment of \$2.4 million over the next five years

OUTCOMES	STRATEGIES
Increased quality to ensure consistency of supply to the consumer	<p>Engage with consumers to identify preferred taste and bring this understanding back to farm so growers can consistently provide quality fruit meeting consumer expectations</p> <p>Increase grower focus on quality through improved engagement and dissemination of best practice information</p> <p>Research and adopt improved postharvest packing, treatment protocols, storage, distribution and retailer processes to improve quality and increase shelf life</p>

OUTCOMES	STRATEGIES
Access to new varieties and improved pest and disease management improves growers' productivity and profitability	<p>Continue research, trials and adoption of chemical and other processes for effective pest and disease management</p> <p>Continue research and commercialisation of new genetically improved varieties that offer increased disease resistance and consumer appeal</p> <p>Develop and adopt an integrated pest and disease management (IPDM) plan</p>
	<p>Continue to research and refine agronomic practices to improve productivity, quality and environmental outcomes</p>
Improved market access and increased consumer demand increases returns to growers	<p>Increase demand in existing domestic markets through understanding of consumer preference and targeted marketing around these preferences</p> <p>Provide opportunities to access domestic and international new markets</p> <p>Support research, development, adoption of growing practices and marketing initiatives to position papaya as a naturally grown fruit with significant health benefits</p>

Highest-priority strategies or activities for the initial stages of the plan are indicated in **bold**.

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Major opportunities

- Improved industry information and data sharing to advance production methods, supply chain forecasting, handling techniques and biosecurity defences
- Links to and use of the research conducted in Fiji by Australian Centre for International Agricultural Research (ACIAR)
- Co-operative marketing campaign to raise awareness of the health benefits of papaya with melon and cross-category promotion
- Identify products that can be supplied consistently to target major retail markets
- Consistently adopt management practices that minimise the use of chemicals for pest and disease management and have low impact on the environment to enhance the acceptance of papaya as a health fruit.

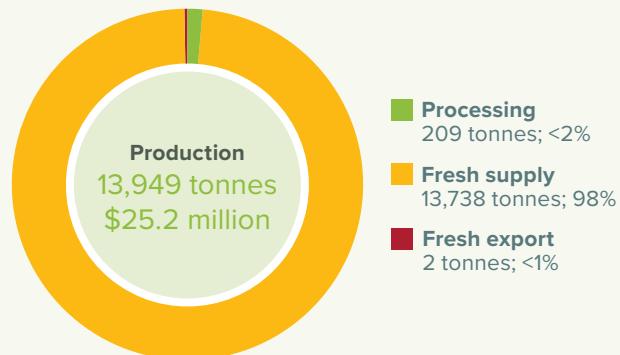
Major challenges

- Regulatory changes and compliance issues
- Extreme weather events such as cyclones and low rainfall
- Competition from other exotic tropical fruits
- Biosecurity breaches and the subsequent cost of quarantining against endemic and imported pests especially ringspot and fruit fly
- Increasing costs of supply chain with transportation being one of the major impacts on profitability
- Poor perception of fruit taste particularly in older demographic categories
- Supply chain and cold chain issues affecting quality of a fragile product
- Labour intensive harvesting practices
- No industry standard product for supply into main retail market and inconsistent quality.

Industry size and production distribution



Papaya supply chain and value 2014/15



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