

Passionfruit

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$1.84 million over the next five years

OUTCOMES	STRATEGIES
Increased domestic demand and export opportunities that maintain price stability	<p>Drive growth in domestic markets through targeted marketing initiatives</p> <p>Increase market diversification by establishing and maintaining access to new export markets</p> <p>Develop value-add products to increase consumer access to, and consumption of, passionfruit</p>
Improved retail quality of passionfruit that matches consumer expectations	<p>Engage with supply chain and retailer stakeholders to help ensure that high quality fruit is consistently displayed</p> <p>Increase grower focus on delivering quality</p> <p>Research and adopt improved postharvest packing, storage and distribution processes to maintain quality and increase shelf life</p>

OUTCOMES	STRATEGIES
Access to relevant and timely data that improves industry wide decision making	<p>Develop systems and processes that enable relevant industry data to be captured regularly</p> <p>Ensure that data is made available in a format that facilitates decision making amongst industry stakeholders</p>
Improved pest and disease management and the development of new varieties that increases grower productivity and profitability	<p>Develop and commercialise new varieties that increase production and also meet consumer expectations</p> <p>Continue research to improve the management of pests and diseases</p>
Improved farm and industry sustainability from identifying and adopting best practices	<p>Identify and develop future leaders of the industry through training and engagement</p> <p>Research high performing industries and growers and develop pathways for the passionfruit industry to embrace similar approaches</p> <p>Ensure that systems are established to assist and monitor the adoption of research, innovation and best practice</p>

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

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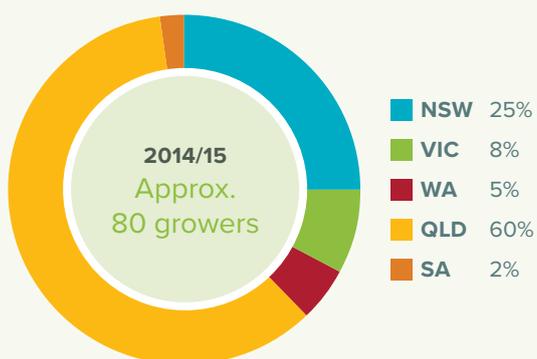
Major opportunities

- Training in the awareness and delivery of the value of a standardised grading, packing and labelling regime
- Collection and reporting of production data to enable the industry to be able to monitor passionfruit production across Australia and provide supply forecasts
- Use of irradiation for disinfestation opens export markets which would be otherwise closed
- Mechanisation of harvesting methods (although cost benefit may not be there for small farms)
- Introduction of a clean planting scheme if viruses could be eliminated from popular cultivars or new varieties introduced which are resistant (positive R&D results in this area).

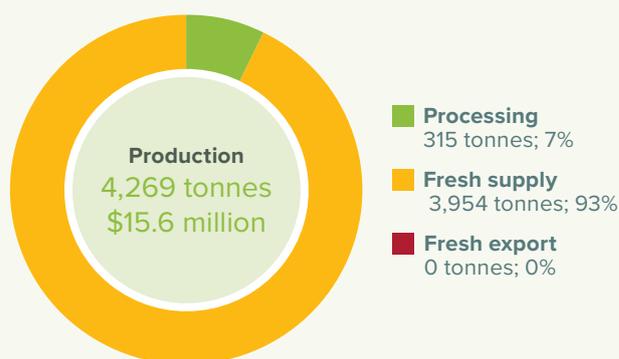
Major challenges

- Reliance and effect of changes in Australia's regulatory environment concerning biosecurity, R&D support, and use of agricultural input and resources, such as water, chemicals and land
- Increased competition from fresh imported product if supply continues to be variable with significant price fluctuations and from the import of pulp from lower cost locations such as Thailand and South America
- Loss of supply of new plants from accredited nurseries through market failure or disease outbreak
- Low cost imported pulp makes sending fruit for processing unattractive for growers
- Fragmented industry with many small growers susceptible to seasonal variation makes it difficult to ensure continuity of supply
- Inaccurate sorting and packing requires resorting by the wholesalers
- Limited awareness of alternate varieties with purchase decision done mostly on impulse
- Reliance on casual labour to pick up fruit before it gets sunburnt with up to 30 per cent unsuitable for the higher value fresh market although this was only seven per cent in 2015
- Susceptible to many pests, especially viruses
- Reliance on planting new vines every two to three years.

Industry size and production distribution



Passionfruit supply chain and value 2014/15



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