

Persimmon

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$0.88 million over the next five years

Major opportunities

- Increased immigration from Asia to Australia provides growth opportunities domestically, given the popularity of the fruit among Asian cultures
- Potential increase in domestic demand due to consumer trends towards healthier food options
- Growing unfulfilled demand in export market
- Potential to better manage supply into market
- Development of vegetative propagation for root stocks
- Utilise postharvest cold storage to extend fruit life
- Take a long-term approach to export development and put in place the foundations to be successful
- Transition persimmons into a mainstream product.

OUTCOMES	STRATEGIES
Increased demand with domestic and export opportunities increases returns to growers	Improve industry understanding of persimmon consumer preferences and their buying habits
	Drive domestic growth through targeted marketing initiatives
	Research and develop export opportunities
	Research profitable value-add/processing
Increased industry production and improved productivity to meet increasing domestic and international demand	Continue to improve plant health and the development of new rootstocks
	Invest in improved pest and disease management
	Encourage regional diversification to extend domestic availability of persimmon
	Continue to improve grower and industry engagement to facilitate the adoption of research and best practices

Persimmon

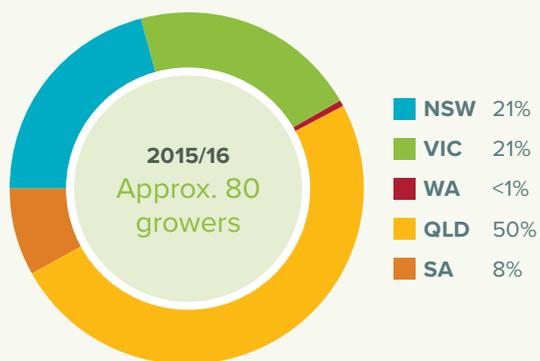
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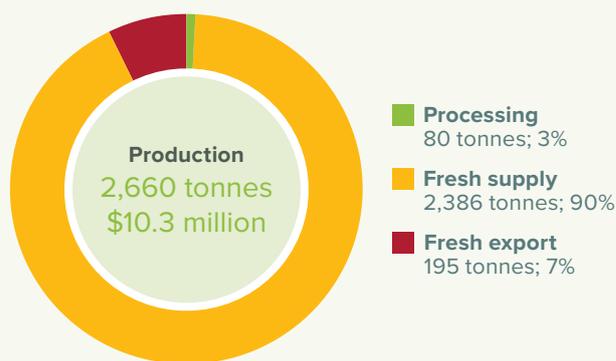
Major challenges

- Production costs such as chemicals, water, energy and labour are growing at a faster pace than crop returns
- Lack of year-round availability
- Lack of shelf space on retailer displays
- Current changes in export protocols for international markets could impact Australia's ability to export
- Low consumer awareness of persimmons domestically
- Limited availability of resources and R&D and marketing investment funds relative to the investment needs
- Prices are sensitive to fluctuations in supply
- Increasing setup, production and supply chain costs
- Lack of appropriate supply chain and production data to help overcome supply peaks and troughs
- Ageing growers, combined with difficulties in identifying new/younger growers
- Lack of rootstock means that crops are inconsistent from tree to tree
- Moving from exotic fruit to mainstream.

Industry size and production distribution



Persimmon supply chain and value 2016



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