

FEBRUARY 2022

Olive

Strategic Investment Plan 2017-2021

PERFORMANCE REPORT



Olive SIP performance report

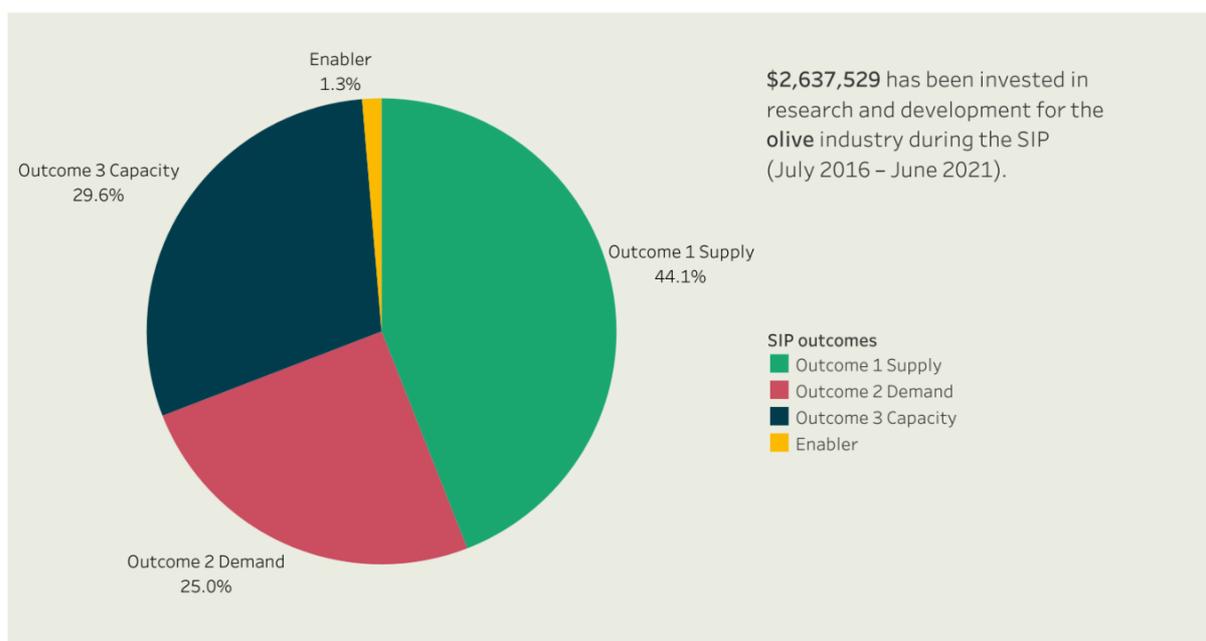
This impact report reviews the performance of levy investments delivered against the olive Strategic Investment Plan (SIP) which was active for the 5-year period from 2016/17 to 2020/21. The SIP was developed to strategically guide research and development (R&D) levy investment in accordance with core industry priorities. The SIP featured three outcome areas, nine strategies and 10 KPIs, summarised in Table 1. A total of \$2.6 million was invested into the Olive Fund over the 5-year period of the SIP. The total investment expenditure allocated against each outcome is provided in Figure 1.

Table 1: Olive SIP outcomes

Outcome	Description	Expenditure allocation*
1. Supply	Improved on farm productivity, sustainability and product quality	44.1%
2. Demand	Increased demand for Australian olive products within Australia and in key overseas markets	25.0%
3. Capacity	Greater skills, capacity and knowledge in the industry	29.6%

*Total investment \$2.6 million as of June 2021. Balance of expenditure comprises of enabler investments, which includes expenditure to support the delivery of the SIP including advisory meeting and publication costs.

Figure 1: Olive SIP investment expenditure analysis



SIP performance analysis

This performance report reviews the investment achievements delivered within each outcome area that have generated impact for growers. The overall status of each strategic area, informed through an assessment of KPI performance, is also provided. The evaluation status and criteria were:

Strategic area status	Criteria
Achieved	KPIs for this strategic area were met
In progress	Investment delivery remains ongoing
Not achieved	Investment was not prioritised in this strategic area

The results have been informed from evidence compiled through reviewing investment documentation and engagement with project managers. Outcomes generated through the investments are documented and brief case studies of flagship performance and impact for each outcome area are also provided.

Outcome 1: Supply – Improved on farm productivity, sustainability and product quality

The olive SIP 2017-2021 noted the need for the olive industry to continually innovate in order to remain competitive, to reduce costs of production, to improve product quality and to ensure the industry is sustainable. A focus on quality throughout the supply chain was also noted as vital to maintain the strong reputation of the industry.

Summary of strategic area and achievement status:

The strategies in the SIP that were identified to support olive supply are listed below. An achievement status is provided based upon internal evaluation of project performances:

Strategic area	Status
Promote world-best practice in grove management to increase productivity and quality	Achieved
Promote world-best practice in olive oil production, storage and packaging to maintain quality and increase consumer confidence	Achieved
Develop an industry-wide system to collect and analyse production data (benchmarking)	In progress
Develop and refine pest and disease control strategies (IPM)	Achieved

KPI callouts:

- The investment *Extending OliveCare to foster excellence in production of Australian olives* (OL17006) worked with olive producers and the industry to develop and promote the Australian Olive Industry *OliveCare* Code of Best Practice program. This project includes best practice workshops, field days, webinars and market quality surveys of both Australian and imported products.
- Benchmarking of the Australian olive industry was the focus of the project *Australian olive industry benchmarking program* (OL16001). Benchmarks regarding productivity, quality and profitability were published as well as individual reports provided to those that participated. Feedback from some growers indicated that participation would trigger immediate changes to some farm and management practices.
- Several data generation projects have contributed to the generation of pesticide residue, efficacy and crop safety data required to support label registration and minor use permit applications made to the Australian Pesticides and Veterinary Medicines Authority (APVMA) which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases. Projects include *Generation of residue data for permit applications 2017* (MT17012), *Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops* (MT18018), *Generation of residue data for pesticide minor use permits* (ST16006) and *Generation of data for pesticide application in horticulture crops* (ST17000).

Case study: An integrated pest and disease management extension program for the olive industry (OL17001)

This project ran from 2017 to 2020, to deliver olive growers up-to-date, practical information for implementing integrated pest and disease management (IPDM) strategies in their groves.

The project delivered a detailed literature review, knowledge gap analysis, and baseline survey of Australian olive growers to understand pest and disease issues, current management strategies, and how growers accessed or wished to access relevant information. With 130 participants, representing more than 70% of Australian olive production, the survey confirmed the importance of the three key plant protection problems being addressed by this project (black scale, olive lace bug and anthracnose)

To deliver information to growers the project team held 10 one-day IPDM workshops/field days across all olive-growing states with 275 growers participating. The sessions shared information about IPDM principles and practices, how to identify and monitor for pests, diseases and beneficial species, as well as strategies for conventional and organic management. A two-day Master Class was also held for olive consultants and pest scouts in September 2019.

The project team worked closely with the Australian Olive Association (AOA) to provide extension outputs to industry. In addition to events, a range of materials was made available including:

- Online tutorials with information about IPDM, monitoring, biosecurity, and key pests and diseases
- Fact sheets/flyers providing information about key pests and management strategies
- An updated field guide to olive pests, diseases and disorders
- A best practice IPDM manual providing information for more informed decision-making.

In an end-of-project survey of producers, 79% of respondents said they had participated in at least one project activity. Of these, 89% felt their knowledge had been improved, with 60% changing or planning changes to their IPDM practices. The project team also reported increased grower confidence in pest and disease identification, with more than 90% of growers actively monitoring their crops and increased adoption of on-farm biosecurity.

Outcome 2: Demand – Increased demand for Australian olive products within Australia and in key overseas markets

Australian olive products are of a high quality by global standards, promoting and defending this quality advantage in domestic and export markets was identified in the olive SIP 2017-2021 as a focus area.

Summary of strategic area and achievement status:

The strategies in the SIP that were identified to support olive demand are listed below. An achievement status is provided based upon internal evaluation of project performances:

Strategic area	Status
Commission new or re-examine social and economic market research to support domestic and/or export marketing of Australian olive products	In progress
Commission or support, and disseminate, research that demonstrates the health benefits of Australian olive products	Achieved
Ensure key industry marketing messages are backed by science and clearly communicated to industry	Achieved
Investigate options to value-add Australian olive products	Not achieved

KPI callouts:

- International trade data and market intelligence reporting has been progressed through the project *Horticulture trade data* (MT19005).
- The project *Olive Oil Consumer Research – Round 2* (OL17000) provided consumer insights into Australian consumers usage and attitudes of Australian olive oil as well awareness of the health benefits of the products.
- Demonstrating and promoting the health benefits of Australian olive products is the focus of the Olive Wellness Institute, facilitated by project *Educating health professionals about Australian olive products* (OL17002). See case study below for further details.

Case study: Educating health professionals about Australian olive products (OL17002)

This project worked to disseminate evidence-based health information about olive products to an audience of Australian healthcare professionals and other health interested professionals and consumers through 2018 and 2019.

The project further developed the Olive Wellness Institute (OWI), which runs a website repository of peer-reviewed work on the nutrition, health and wellness benefits of olives and olive products. The project, in conjunction with the OWI delivered six targeted webinars for healthcare professions (367 live attendees plus 2,306 additional views), published a monthly newsletter, and conducted market research. An engaged audience of 4,837 health professionals was supported over the term of the investment. Of those health care professionals who were exposed to the OWI, 95% were likely to recommend olive products to clients, increasing from a baseline of 77%.

Olive growers were also engaged with the relevance of the OWI to supporting industry growth, and to ensure that industry messaging could be based on clear, science-based communications. A total of 157 growers were exposed to the OWI program, and a broader levy payer survey (n=75) illustrated that 68% of growers were aware of the OWI and 92% indicated it was a worthwhile initiative.

Whilst the OL17002 project has concluded, the work continues in phase two, *Educating health professionals about Australian olive products (OL19001)*.

Outcome 3: Capacity – Greater skills, capacity and knowledge in the industry

The olive SIP 2017-2021 noted that knowledgeable and capable growers are more profitable and less likely to pose risk to the rest of the industry. Thus, highlighting the importance of greater skills, capacity and knowledge in the industry to underpin the other outcomes of improved productivity and markets.

Summary of strategic area and achievement status:

The strategies in the SIP that were identified to support capacity in the olive industry are listed below. An achievement status is provided based upon internal evaluation of project performances:

Strategic area	Status
Communicate and extend outcomes of industry R&D	Achieved

KPI callouts:

- The investment *National olive industry conference and trade exhibition* (OL16010) facilitated the olive industry’s main annual event from 2017 to 2019, which were opportunities for growers to come together to learn about the latest industry research, build networks and share information. From the 2019 event, 89% of delegates indicated that they intended to adopt something they had learned at the conferences when they returned home to their grove and/or business.
- The investment *Australian Olive Industry Sensory Training* (OL17003) implemented eight training programs across Australia, which were attended by 171 participants. Workshops sought to inform and strengthen olive growers’ and processors’ knowledge on the sensory quality attributes of Extra Virgin Olive Oil (EVOO) and table olives. A further three Tastebook online training courses with 45 participants and a sensory masterclass were also delivered. 86% of Tastebook participants rated the program as being highly useful and relevant.
- The communication and extension of R&D results, best practice, and industry news has been facilitated through the *Olive industry communications program* (OL16006) and continued through the ongoing project *Australian olive industry communications and extension program* (OL18000). See case study below for further details.

Case study: Australian olive industry communications and extension program (OL18000) continuing from Olive industry communications program (OL16006)

Keeping olive growers, and broader industry stakeholders informed of the latest research outcomes, best practice, key industry issues and other information is vital to having a sustainable industry.

This has been achieved through *Olive industry communications program* (OL16006), which ran from 2017 to 2018 and then progressed further in the ongoing *Australian olive industry communications and extension program* (OL18000), which started in 2018.

These projects have promoted world-best practice and the results of R&D in grove management and olive oil production to the Australian olive industry through various activities. Some of the activities from OL18000 to date include:

- Production of *Grove Innovation* monthly e-newsletters
- Publication of the quarterly “R&D insights” lift-out supplements to the olive grower and processor magazine
- 10 field day sessions on risk management, biosecurity, IPDM and continuous improvement
- Seven full day workshops on “healthy soils – healthy and productive groves” being held over the first half of 2021
- Workshops on both olive oil processing best practice and table olive best practice
- Facilitation of a series of webinars on topics including marketing, irrigation trials, EVOO processing, olive grove mapping project, IPDM resources and upscaling table olives
- Filming and production of video resources for the *OliveBiz* website covering grove practices, IPDM, canopy management, table olive production, remote sensing, soil health and composting.