Macadamia

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE

The overarching strategic intent of the macadamia Strategic Investment Plan (SIP) is to drive the profitability and sustainability of the Australian macadamia industry by focusing on increasing demand in export markets, while innovating to improve efficiency of supplying the demand from domestic and overseas consumer markets.

This abbreviated version of the macadamia SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at www.horticulture.com.au/macadamia/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian macadamia industry to expand into existing and future domestic and international markets.	1. Develop trade with new and established export markets	• Growth in market share of existing priority export markets and growth of exports into new markets • Maintenance of preference for premium for Australian-grown macadamias in key markets
	2. Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	• Positive influence on consumer preference, knowledge, attitudes, and purchase intent • Use of nutritional information to support consumer demand • Increased breadth of new product opportunities supported by innovation in format and processing • Improved understanding of consumer perceptions of quality for macadamias

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OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: (continued) Demand creation supports the Australian macadamia industry to expand into existing and future domestic and international markets.	3. Utilise and further build the 'Australian Macadamias' brand to deliver all communications	• Increased awareness of the 'Australian Macadamias' brand
	4. Develop, publish, promote and distribute information for food manufacturers in key target markets that promote the use of macadamias as an ingredient and inspire innovation	• Collateral is valued by manufacturers with products developed and promoted • Development and publishing of a sustainability report for the Australian macadamia industry
Supply, productivity and sustainability		
Outcome 2: The Australian macadamia industry has improved profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and varieties.	1. Increase resource use efficiency (water, nutrients) through better understand of physiology requirements for optimum nut set, and abscission in integrated orchard management	• Availability of new knowledge to increase water and nutrient-use efficiency (ML/t nut-in-shell) • Availability of new knowledge on physiology requirements for optimum nut set, retention and abscission in integrated orchard management • Access to new scion varieties with improved productivity, resource-use efficiency, pest and disease resistance and orchard profitability • Access to new scion varieties suitable to high-density orchard systems • Access to new genetic knowledge and tools to support continued improvement of macadamia genetics • Availability of new knowledge for growers on the performance and profitability of new scion varieties (including comprehensive and grower-led Regional Variety Trial demonstration sites) • An arboretum with wild and cultivated macadamia trees in Alstonville and Tiaro maintained to support future farm productivity • Availability of new knowledge on the genetics, performance, and potential value of wild macadamia varieties
	2. Develop new genetics and trait improvements via breeding to support the development of elite scion varieties	
	3. Develop new systems for orchard intensification including tree size and architecture	• Availability of new knowledge and tools for growers to achieve enhanced profitability and farm productivity of current production systems • Availability of new knowledge and tools for growers to develop next generation orchard systems to achieve yields greater than 4 tonnes per hectare (nut-in-shell)

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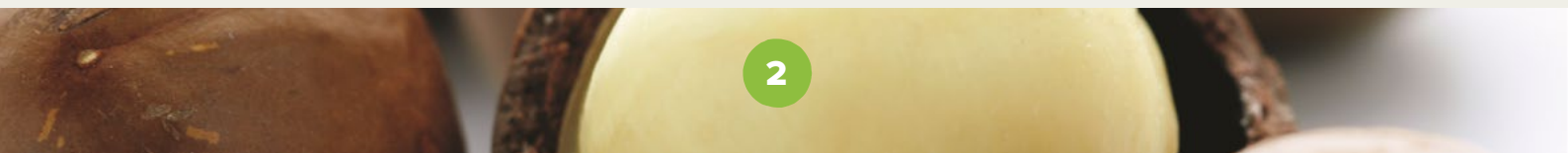

OUTCOME	STRATEGIES	KPIs
Supply, productivity and sustainability		
Outcome 2: (continued) The Australian macadamia industry has improved profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and varieties.	4. Adapt the Australian-grown Horticulture Sustainability Framework to align with the macadamia industry priorities and establish a data baseline	• Availability of a sustainability framework for macadamias • Establishment of baseline data and evidence on identified sustainability topics • Increased knowledge of sustainability topics supporting alignment of growing practices
	5. Identify stages in the supply chain (pre- and post-farmgate) where quality is impacted to inform future R&D and development of BMPs	• Availability of new knowledge for growers to increase nutrient use efficiently (nutrient input/nut-in-shell) • Greater clarity on specific focus areas for quality improvement within the supply chain • Identification of technological advances in monitoring product quality in similar industries
	6. Support an integrated pest and disease management (IPDM) program that addresses key economic, social and environmental outcomes for the macadamia industry	• Maintenance/tracking of the implementation of an industry biosecurity plan • Increased adoption of IPDM strategies • Reduction in crop loss from fruitspotting bug, Botryosphaeria and other major pests and diseases • Industry informed on the causes of brown centre/kernel browning and mitigation options • Review of macadamia supply chain to understand impact and causes of inferior macadamia quality • Development of technologies to predict shelf life
	7. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*	• Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options • Industry priority needs published and shared with stakeholders, including registrants
	8. Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	• Regulatory Risk Assessments maintained

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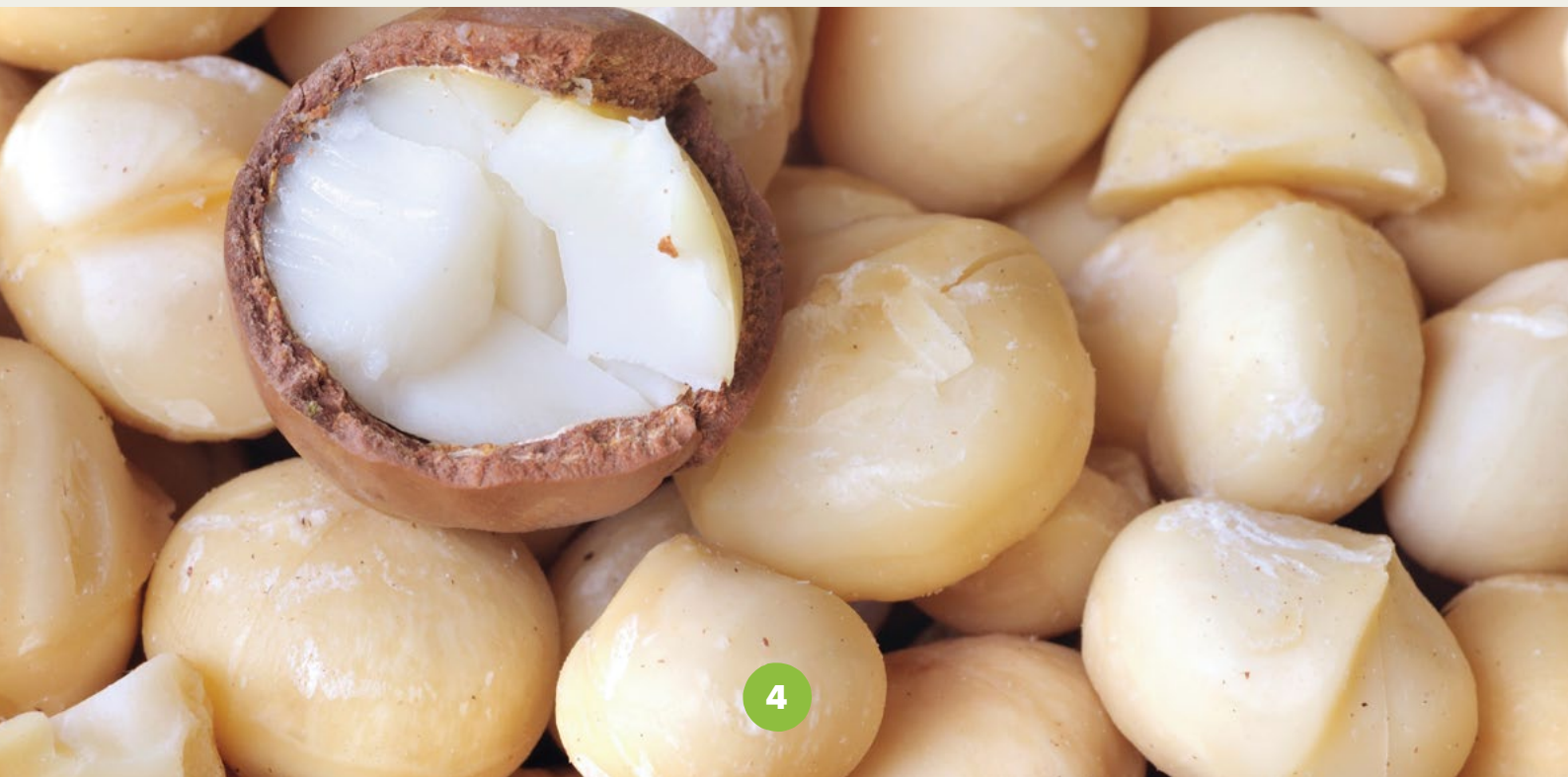
OUTCOME	STRATEGIES	KPIs
Supply, productivity and sustainability		
Outcome 2: (continued) The Australian macadamia industry has improved profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and varieties.	9. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	• Data to support applications to the APVMA and the establishment of Maximum Residue Limits
	10. Collaborate with other horticulture industries to undertake research into clonal rootstock propagation	• New collaborations that drive knowledge on clonal propagation for rootstocks • Availability of new knowledge on the genetics, performance, and potential conservation value of wild macadamia varieties
	11. Enhance crop pollination and resilience though improved pollination security	• Alternative and mechanical pollinators identified in collaboration with growers
Extension and capability		
Outcome 3: Improved capability and an innovative culture in the Australian macadamia industry maximises adoption of investments in productivity and demand.	1. Deliver communication and extension capability in the areas of sustainable production, pest and disease management, pollination, orchard management biosecurity and trade development	• Establishment of a baseline and then increased share of industry (in hectares) with positive change in knowledge, attitude, skills, aspirations (KASA) and practices concerning targeted high-priority areas
	2. Provide opportunity for growers to learn from each other through networking and developing collaborations between industry members and across industries (tree crops) to identify shared challenges and solutions	• Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (e.g., survey data)
	3. Strengthen industry leadership through initiatives and training	• Increased participation in industry leadership initiatives



OUTCOME	STRATEGIES	KPIs
Business insights		
Outcome 4: The Australian macadamia industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and independent reviews.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	• Provision of business insights to deliver against demand, supply and extension outcomes
	2. Use trade data to guide ongoing export development opportunities*	• Trade data maintained and data outputs supplied to meet stakeholder needs
	3. Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	• Availability of data to support extension activities and individual grower decision-making • Evidence of data used to support industry-level decision-making and grower practice change

** Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:*

- *Consumer behavioural data*
- *Consumer usage and attitudes, and brand health tracking data*
- *Impact assessments*
- *Trade data*
- *Crop protectant data.*

View the macadamia SIP full document and find more information on the Macadamia Fund at www.horticulture.com.au/macadamia/

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