

Persimmon

STRATEGIC INVESTMENT PLAN 2022-2026

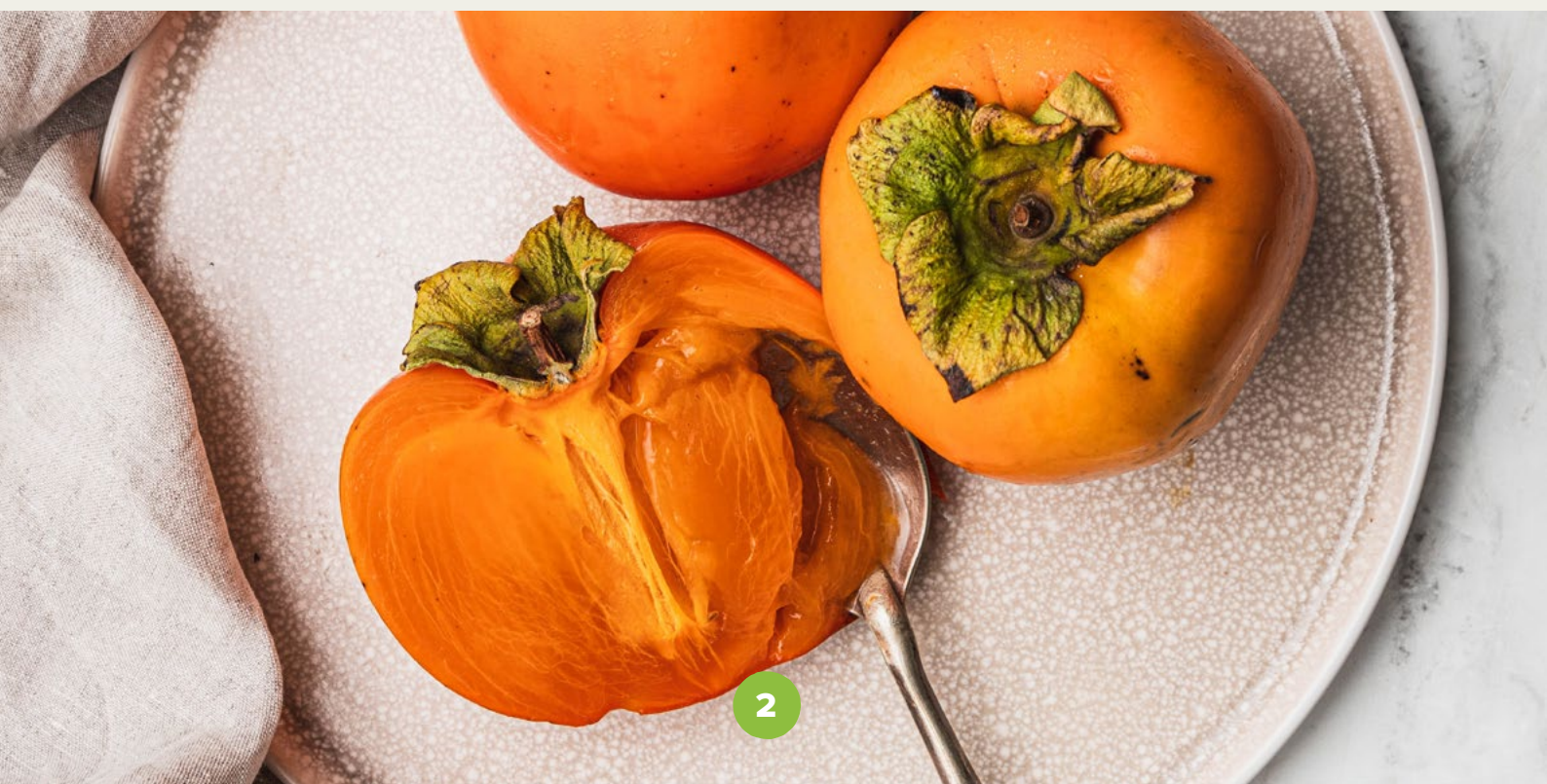
AT A GLANCE

The overarching strategic intent of the persimmon Strategic Investment Plan (SIP) is to grow the total value of the Australian persimmon industry by concentrating on improved and consistent product quality to drive increases in domestic and international consumer demand.

This abbreviated version of the persimmon 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/persimmon/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian persimmon industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for Australian persimmon through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference, knowledge, attitudes, and purchase intent• Use of nutritional information to support consumer demand

OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian persimmon industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and varieties.</p>	<ol style="list-style-type: none"> 1. Develop and validate rootstock clonal propagation methods to improve orchard uniformity 2. Evaluate the performance of scion and rootstock varieties while continuing to develop high-health and quality planting material 3. Develop and optimise fit-for-purpose sustainable pest and disease management strategies 4. Improve industry preparedness and resilience to biosecurity threats 5. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)* 6. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally* 7. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs* 	<ul style="list-style-type: none"> • Improved orchard uniformity • Development of pest and disease management strategies that mitigate crop loss in collaboration with growers • Development of tree stock standards • Maintenance/tracking of the implementation of an industry biosecurity plan • 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 • Regulatory Risk Assessments maintained • Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)





OUTCOME	STRATEGIES	KPIs
Extension and capability		
<p>Outcome 3: Improved capability and an innovative culture in the Australian persimmon industry to maximise investments in productivity and demand.</p>	<p>1. Deliver communication and extension capability to support positive change in the areas of sustainable production, pest and disease management, breeding, and biosecurity</p>	<ul style="list-style-type: none"> Establishment of a baseline and then increased share of the industry with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice and implementation concerning targeted high priority areas
Business insights		
<p>Outcome 4: The Australian persimmon industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.</p>	<p>1. Use consumer insights to drive industry alignment with quality and brand-positioning opportunities*</p>	<ul style="list-style-type: none"> Delivery of consumer insights strategy Evidence that consumer insights inform strategic market engagement and BMPs on farm New consumer knowledge available for growers

* 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 persimmon SIP full document and find more information on the Persimmon Fund at www.horticulture.com.au/persimmon/