

Australian Mushroom Growers' Association

The Australian Mushroom Growers' Association Ltd (AMGA) is the Peak Industry Body (PIB) for the Australian Mushroom industry. AMGA is a not-for-profit, member-based organisation representing the interests of all commercial growers of Agaricus variety mushrooms and others in the supply chain and associated with the industry.

As the industry's peak body, AMGA works closely with producers and others to foster the sustainable growth of the industry. The Association also represents the industry, its produce and its interests to government, the media, health-care professionals and in various other forums.

For more detail about this Plan or information about the industry, contact:

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Australian Mushroom Industry

Strategic Plan 2011 – 2016



“A plan to drive the development and sustainability of the Australian Mushroom industry”

This plan guides investment of Mushroom Levy funds and matching Commonwealth contribution, through Horticulture Australia Limited. It also provides background to assist the Board of Australian Mushroom Growers' Association in allocation of the Association's independent resources”

Confidential

This plan is commercial in-confidence and not for general distribution. It is for the information and use of the Board of Australian Mushroom Growers' Association, the Mushroom Industry Advisory Committee and Horticulture Australia Limited.

It should not be distributed or copied without the permission of the Association's General Manager.

Our Mission

To create the best possible environment for the growth of the Australian Mushroom industry; and the protection of its assets.



Monitoring & Evaluation

Implementation will be closely monitored by the Board of Australian Mushroom Growers Association and the Mushroom Industry Advisory Committee. Measurement and reporting will be at two levels.

Overall Plan Performance

The overarching aim of the plan is to lift consumption while maintaining producer profitability. The targets have been set.

Criteria	2010/11 (Base year)	2011/12 (Plan year 1)	2012/13 (Plan year 2)	2013/14 (Plan year 3)	2014/15 (Plan year 4)	2015/16 (Plan year 5)
Agaricus Mushroom Production ('000 tonnes)	68	72	77	81	86	90
Agaricus Mushroom GVP (\$m)	390	420	450	478	510	540
Price at first point of sale (\$/kg)	5.80	5.85	5.87	5.90	5.95	6.00
Per-capita consumption – Agaricus (Av. kg/year)	2.97	3.12	3.26	3.39	3.52	3.64

Operational performance by project

Within each activity area or project, specific performance outcomes will be set and evaluated.

Industry Vision – 2016

A strong, viable and sustainable Agaricus mushroom industry with a total GVP of \$540 million (38% increase on 2010/11); meeting market demand with high quality, nutritious Mushrooms; contributing significantly to the health and wellbeing of Australians; and supporting the communities where it is located

Objectives / Strategies

OBJECTIVE 1. MARKETING & MARKET DEVELOPMENT

To ensure demand closely matches estimated production levels by maintaining and developing existing markets and exploiting new market opportunities.

1.1 Market and Consumer Research

Maintain a program of regular market and consumer monitoring to monitor consumer attitude and behaviour; measure and define markets and market segments; guide the design of marketing programs; and gauge the impact of marketing activities.

1.2 Health & Wellness Research

Continue and commission health and wellness research to underpin and guide the industry's marketing position and messages.

1.3 Domestic Consumer Marketing

Maintain and develop a strong marketing program that will position Mushrooms as an essential part of the everyday diet of all Australians.

1.4 Health Care Professionals (HCP's) - Information and Education

Develop and communicate information to show HCP's the health and wellness benefits of Mushrooms; and provision of resources that will help them recommend Mushrooms as an essential part of the regular diet of all Australians.

1.5 Foodservice Market

Maintain and develop a marketing program to strongly position Mushrooms in the Foodservice market.

1.6 Packaging

Investigate options for alternative mushroom packaging and formats and communicate the findings to producers.

1.7 Retail Support

Influence management of the Mushroom category at the retail level to maximise sales

OBJECTIVE 2. INDUSTRY RISK MANAGEMENT

To protect the industry's reputation, production and assets through management of risks, production support and promotion of the industry's interests.

2.1 Pests and Diseases

Maintain a comprehensive program of pest and disease monitoring, research, training and information.

2.2 Environmental Performance

Monitor environmental issues and trends and respond as appropriate.

2.3 Imports and Import Threat

Maintain a watching brief on imported product and volumes and respond with representations to regulators, as appropriate.

2.4 Crisis Management

Monitor issues, media and other drivers and respond as appropriate.

2.5 Human Resources

Monitor issues; media; training needs; overseas scientific/technical alliances and specialist skilled personnel; and other drivers and respond as appropriate.

OBJECTIVE 3. INDUSTRY CAPACITY & DEVELOPMENT

Manage information, resources (financial, physical and human), and alliances and relationships, to develop the industry and build capacity.

3.1 Industry Communications

Maintain a comprehensive communications program that ensures industry and supply chain participants and industry associates are kept informed of R&D and Marketing activities; the activities of AMGA; and other relevant matters.

3.2 External Communications and Advocacy

Represent the interests of the industry to a wide range of stakeholders and in various other forums as appropriate.

3.3 International Collaboration

Maintain as appropriate, international contact and collaboration with organisations and skilled professionals to ensure information flows freely between Australia and the rest of the world.

3.4 Industry Data

Continue the collection, analysis, reporting of all information related to the development of the industry.

3.5 Resourcing

Ensure adequate financial resources are available to implement this plan and evaluate its impact.

