

Prune

STRATEGIC INVESTMENT PLAN

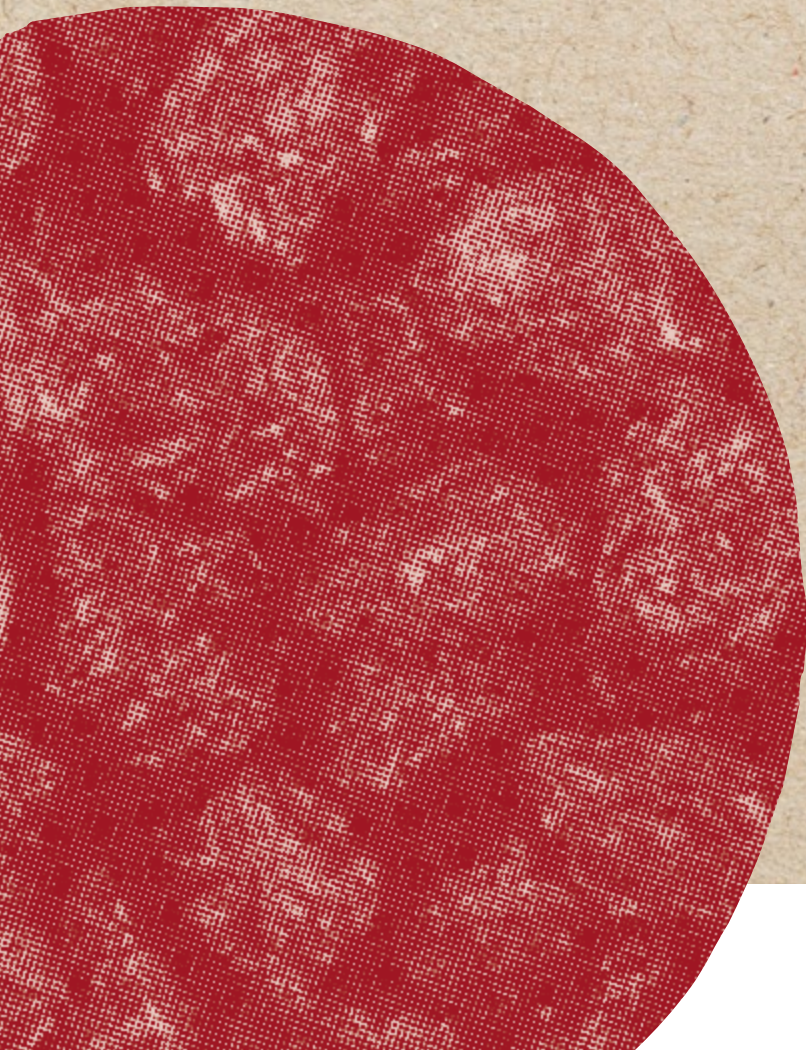
2017-2021 **AT A GLANCE**

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$607,082 over the next five years.

OUTCOMES	STRATEGIES
<p>Improve on-farm productivity and product quality so that Australia becomes a leading producer of high quality, nutritious fruit</p>	<p>Undertake R&D to deliver new technologies or refine existing ones to reduce cost of production, make production easier and/or improve quality</p> <p>Undertake or collate research that can be used by growers (and industry) to support product demand building activities</p> <p>Support new product development activities in conjunction with packing companies</p>
<p>Undertake R&D and extension to provide results which can be used by industry to support 'pre-competitive' activities to increase the demand for Australian prunes and improve producer profitability</p>	<p>Undertake or collate research that can be used by growers (and industry) to support product demand building activities</p> <p>Support new product development activities in conjunction with packing companies</p>
<p>Build skills, capacity and knowledge in the industry, both in existing and new industry participants, so that the capability exists to implement R&D outcomes and deliver the supply and quality improvements needed by the industry</p>	<p>Undertake industry development, communication and R&D adoption activities to enhance the skills of existing participants and encourage new entrants</p>



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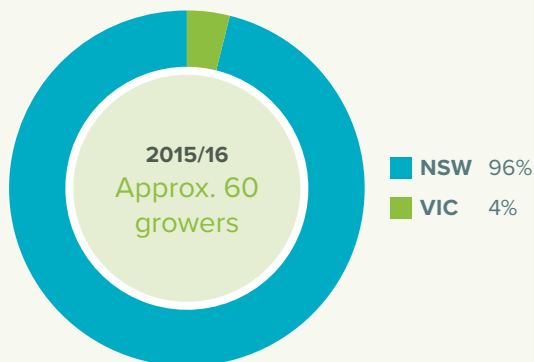
Major opportunities

- Pitted prunes are a rapidly increasing segment of the category
- Nutritional benefits – prunes are high in antioxidants and other compounds
- The wider dried fruit category is growing
- Greater understanding of premium market position of Australian prunes
- Technological advances from R&D such as reduced costs of dehydration and new varieties
- Centralised drying facilities.

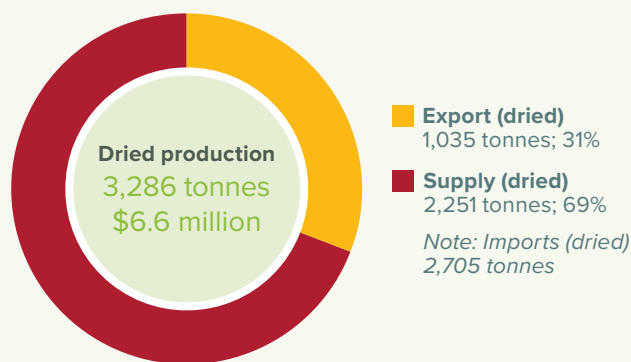
Major challenges

- Potential emergence of new diseases and pests such as *Varroa destructor* and plum pox virus (Sharka)
- Further imports – especially other bigger producers seeking to offload product during times of overproduction
- Underproduction in Australia means that packers need to import prunes to supplement supplies
- Climate change/variability negatively impacting production
- Low grower confidence due to droughts and variable prices
- High costs of production (including energy prices, compliance costs, wages, fertiliser)
- Difficult to attract new entrants to the industry.

Industry size and production distribution



Prunes supply chain and value 2015/16



DISCLAIMER

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