

# Strawberry

## STRATEGIC INVESTMENT PLAN

2017-2021 AT A GLANCE

### POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$7.06 million over the next five years.

OUTCOMES	STRATEGIES
By 2021, per capita domestic consumption of fresh Australian strawberries will increase by 10 per cent, underpinned by consistent supply of premium quality fruit that matches consumer desires	<p>Conduct regular consumer research to gather insights and monitor perceptions and expectations towards fresh Australian strawberries</p> <p>Establish a methodology to measure and monitor the incidence of where quality is below consumer expectations</p> <p>Establish evidence of product health attributes and national industry practices that bolster the reputation of Australian strawberry businesses and its products</p>
By 2021 increase exports of Australian strawberries from four per cent to at least eight per cent of national production by volume, in selected markets, with a capacity and willingness to pay a premium for quality fruit	<p>Develop a strawberry export strategy during 2017 by working with current and potential exporting businesses</p> <p>Pursue technical market access for the priority markets identified in the export strategy</p> <p>Market development program in priority markets</p>

OUTCOMES	STRATEGIES
Greater skills, capacity and knowledge in the industry	Ensure that superior strawberry varieties that match consumer expectations are available to growers
	Identify the regulatory imposts and those proven technologies and good management practices with greatest impact and ease of implementation to reduce cost of production/increase productivity
	Inform strawberry growers on the emerging options, risks and opportunities afforded by protected cropping systems
By 2021, at least 90 per cent of growers and other firms involved in the strawberry value chain will be directly engaged with and value national industry services	Continual improvement of integrated pest management (IPM) systems to meet pest and disease threats
	Develop an informed and cohesive industry through direct two-way communications with strawberry businesses across Australia
	Provide timely information on industry production, forecasts and markets

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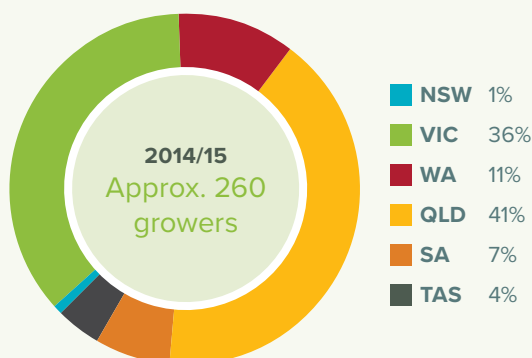
#### Major opportunities

- Improve technical access to existing and new export markets
- Value chain desire for strategic industry engagement to develop markets
- Move towards IPM and reduced inputs for production
- Development of new regions and supply periods for strawberry production in Australia
- Wider trend towards branding of agriculture products to target specific market segments
- Availability of technology to improve productivity at all stages of value chain.

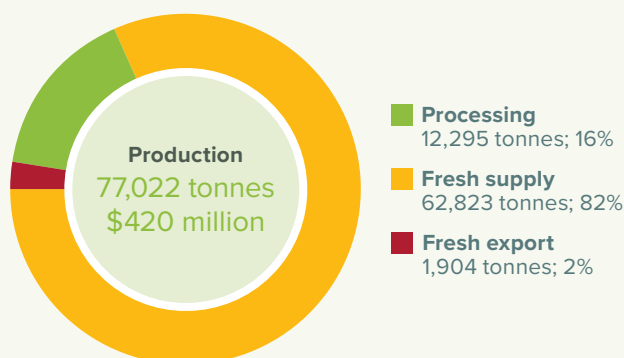
#### Major challenges

- Continued increases in domestic production could oversupply domestic market and impact on prices
- Potential market access for South Korean strawberries could impact on price and market share
- Biosecurity risks to plant health status, especially spotted wing Drosophila
- Increasing number of pest and disease issues with traditional growing methods such as charcoal rot
- Domestic-focused industry with limited export experience
- High costs of production including labour, relative to overseas competitors
- Lack of reliable, current time series data and information on strawberry production and market trends.

#### Industry size and production distribution



#### Strawberry supply chain and value 2014/15



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