

Avocado

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the avocado Strategic Investment Plan (SIP) is to support the success of the Australian avocado industry by using globally competitive production systems, increasing domestic demand, developing export markets and improving consistent product quality.

This abbreviated version of the avocado 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/avocado/.

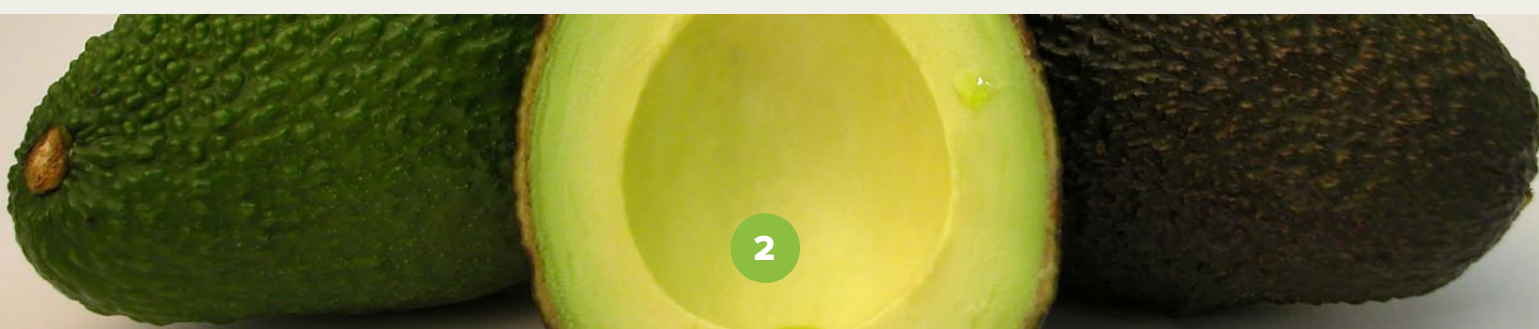
OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian avocado industry to develop existing and future domestic and international markets.	1. Increase domestic consumer demand for fresh, quality Australian avocados through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Use of nutritional information to support consumer demand• Positive shifts in brand tracking
	2. Increase international consumer demand for fresh, quality Australian avocados through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Increased knowledge of customer needs and behaviours in international markets• Measurement of consumer sentiment on Australian avocados in international markets (D&I Consumer tracker surveys in key export markets)
	3. Develop a strategic plan for market access and trade development opportunities	<ul style="list-style-type: none">• Development of a market access and trade development program• Development of an export marketing strategy• Evidence-based market access protocols are prioritised on national benefit

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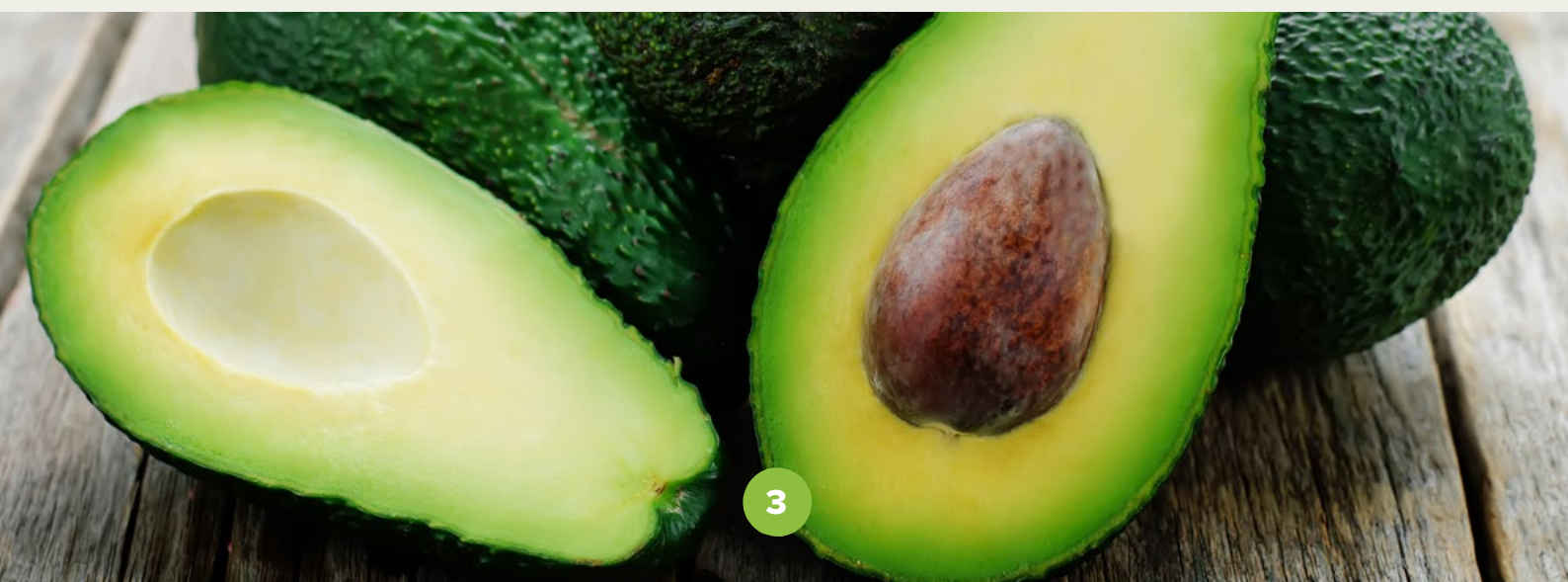


OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: (continued) Demand creation supports the Australian avocado industry to develop existing and future domestic and international markets.	4. Improve technical access to high-value markets as identified within the export strategy	<ul style="list-style-type: none"> • Technical access to selected export markets is supported (e.g., case studies) • Increased exporter satisfaction with progress on agreed market access priorities (e.g., case studies)
	5. Identify opportunities to increase the use of Australian avocados through alternative menu use in foodservice channels	<ul style="list-style-type: none"> • Avocado businesses engaged to improve supply to the domestic foodservice sector • Training programs offered to foodservice providers in collaboration with the avocado sector
	6. Engage retailers in joint business planning	<ul style="list-style-type: none"> • Retailer feedback on the value of joint business planning initiatives
Industry supply, productivity and sustainability		
Outcome 2: The Australian avocado industry has improved profitability, efficiency and sustainability through globally competitive production systems, orchard management, varieties, innovative research and development (R&D) and sustainable best management practices (BMPs).	1. Identify and evaluate high-performing commercial rootstock varieties in major growing regions	<ul style="list-style-type: none"> • Availability of new knowledge for growers on the performance of commercial rootstock varieties from global and Australian variety managers and programs under Australian conditions • Establishment of comprehensive and grower-led Regional Variety Trial (RVT) sites across major growing regions
	2. Develop improved orchard management practices to increase productivity, yield consistency and fruit quality based on improved knowledge of tree physiology	<ul style="list-style-type: none"> • Availability of new knowledge for growers on how to manage canopies in low and high-density production systems • Availability of new knowledge for growers to enable orchard yield consistency and manage quality in the supply chain
	3. Reduce costs of production through identification and adaptation of technologies	<ul style="list-style-type: none"> • Technologies and approaches to improve cost efficiencies are identified and shared with growers
	4. Develop and optimise fit for purpose pest and disease management strategies	<ul style="list-style-type: none"> • Development of pest and disease management strategies that mitigate crop loss in collaboration with growers
	5. Enhance crop pollination and resilience through improved pollination security and understanding of avocado crop pollination requirements	<ul style="list-style-type: none"> • Evidence of sustainable honey bee health through surveillance data
	6. Apply a systems research approach to improving quality of Australian avocados throughout the supply chain	<ul style="list-style-type: none"> • Evidence of increased product quality management across avocado supply chains

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OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
Outcome 2: (continued) The Australian avocado industry has improved profitability, efficiency and sustainability through globally competitive production systems, orchard management, varieties, innovative R&D and sustainable BMPs.	7. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*	<ul style="list-style-type: none"> 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*	<ul style="list-style-type: none"> Regulatory Risk Assessments maintained
	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*	<ul style="list-style-type: none"> Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)
Extension and capability		
Outcome 3: Improved capability and innovative culture in the Australian avocado industry maximises adoption of best practices and innovation in productivity and demand.	1. Deliver tailored extension and communication services to support positive change in the areas of export development and capability, domestic demand creation and BMPs in quality throughout the supply chain, biosecurity, sustainable orchard systems and integrated pest and disease management (IPDM)	<ul style="list-style-type: none"> Establishment of a baseline and then increased share of industry (ha) with positive change in knowledge, attitude, skills and aspiration (KASA) and practice concerning targeted high priority areas Establishment of a baseline and then increased share of industry (ha) that are implementing targeted high priority areas (e.g., export capability)
	2. Provide the opportunity for engagement between industry, across tree crop producers and other stakeholders to innovate	<ul style="list-style-type: none"> Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)
	3. Foster regional capacity and strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> Increased capacity – active participation in the industry – of leadership participants





OUTCOME	STRATEGIES	KPIs
Business insights		
<p>Outcome 4: Improved decision-making in the Australian avocado industry through the use of consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.</p>	<ol style="list-style-type: none"> 1. Use consumer insights to inform the positioning of the 'Australian Avocados' brand and underpin effective marketing strategies to drive increased demand* 2. Access and report trade data to guide ongoing export development opportunities* 3. Use production forecasts to inform long-term and/or in-season market planning and supply strategies in domestic and international markets 	<ul style="list-style-type: none"> • Delivery of a consumer insights strategy • Evidence that consumer insights inform strategic market engagement • New consumer knowledge available for industry stakeholders • Trade data maintained and data outputs supplied to meet stakeholder needs • Availability of production data • Evidence that production data supports marketing and production decisions, including supporting retailer engagement

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