

# Banana

## STRATEGIC INVESTMENT PLAN 2022-2026



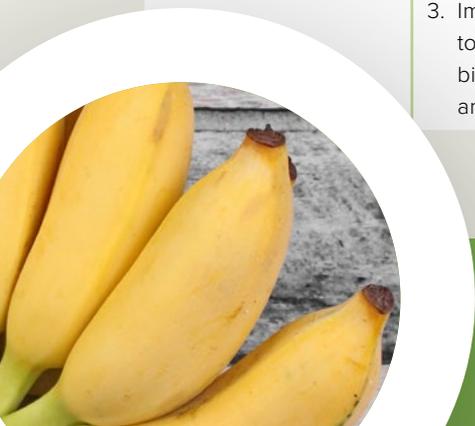
### AT A GLANCE

The overarching strategic intent of the banana Strategic Investment Plan (SIP) is to optimise profitability and sustainability of the Australian banana industry through innovation in pest resistance, technology, adoption of best management practices (BMPs) and by increasing demand in the domestic market.

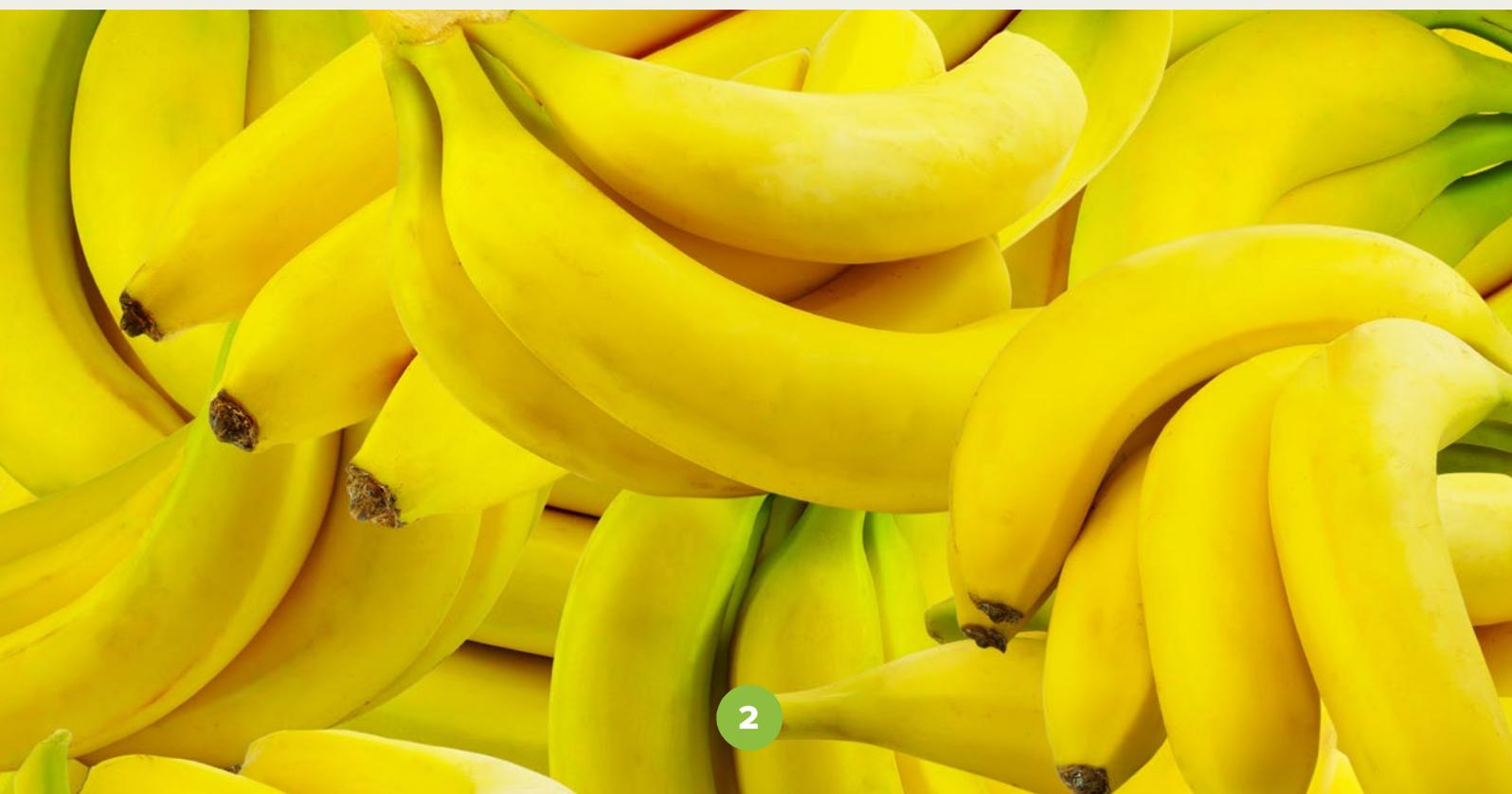
This abbreviated version of the banana SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at [www.horticulture.com.au/banana/](http://www.horticulture.com.au/banana/).

OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<b>Outcome 1:</b> The Australian banana industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable BMPs and varieties.	1. Develop and evaluate new disease-resistant varieties, with a focus on Panama TR4, while maintaining or enhancing consumer and product quality attributes	<ul style="list-style-type: none"> <li>Improved knowledge and availability of commercialised varieties that are resistant to Panama disease tropical race 4 (TR4) for grower adoption or trialling</li> <li>New knowledge available to growers on the performance and product quality attributes of new varieties resistant to Panama TR4</li> </ul>
	2. Develop agronomic practices to improve productivity, quality and environmental outcomes, including automation options and innovative and world-leading industry management practices	<ul style="list-style-type: none"> <li>Improved knowledge of quality, productivity and environmental practices for banana growers</li> <li>Automation projects are initiated, and automation technologies are in development</li> </ul>
	3. Improve industry preparedness and resilience to biosecurity threats through better on-farm biosecurity practices, increased surveillance and improved diagnostics	<ul style="list-style-type: none"> <li>Maintenance/tracking of the implementation of an industry biosecurity plan</li> </ul>

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OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 1: (continued)</b> The Australian banana industry has increased profitability, efficiency and sustainability through innovative R&amp;D, sustainable BMPs and varieties.</p>	4. Develop and optimise fit-for-purpose pest and disease management strategies	<ul style="list-style-type: none"> <li>• Development of pest and disease management strategies that mitigate crop loss in collaboration with growers</li> </ul>
	5. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*	<ul style="list-style-type: none"> <li>• Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options</li> <li>• Industry priority needs published and shared with stakeholders, including registrants</li> </ul>
	6. 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"> <li>• Regulatory Risk Assessments maintained</li> </ul>
	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"> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> </ul>
<b>Demand creation</b>		
<p><b>Outcome 2:</b> Demand creation supports the Australian banana industry to expand into existing and future markets.</p>	1. Increase domestic consumer demand for Australian bananas through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"> <li>• Positive influence on attitudes such as consumer preference, consideration, awareness and purchase intent</li> <li>• Use of nutritional information to support consumer demand</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<p><b>Outcome 3:</b> Improved capability and an innovative culture in the Australian banana industry maximises investments in productivity and demand.</p>	<p>1. Provide opportunity for engagement between industry, and across industry and other stakeholders regionally, nationally, and internationally to innovate</p>	<ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry hectares with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice concerning targeted high priority areas</li> <li>Establishment of a baseline and then increased share of industry hectares) that are implementing targeted high-priority areas (e.g., varieties resistant to Panama TR4, biosecurity measures)</li> </ul>
	<p>2. Deliver communication and extension capability to create positive change in the areas of biosecurity, environmentally sustainable production, pest and disease management and soil health</p>	<ul style="list-style-type: none"> <li>Demonstrated growth in local-to-global cooperation within industry and across industries leading to business and industry innovations and adoption of improved practices</li> </ul>
	<p>3. Strengthen industry leadership through initiatives and training</p>	<ul style="list-style-type: none"> <li>Increased participation in industry leadership initiatives</li> </ul>
<b>Business insights</b>		
<p><b>Outcome 4:</b> The Australian banana industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and independent reviews.</p>	<p>1. Increase industry alignment with quality and brand-positioning opportunities, such as new product development, quality, or product diversification/value-adding driven by consumer insights*</p>	<ul style="list-style-type: none"> <li>Delivery of consumer insights strategy</li> <li>Evidence that consumer insights inform market engagement (e.g., case studies)</li> <li>New consumer knowledge available for growers</li> </ul>
	<p>2. Use production forecasts and benchmarking to inform long-term and/or in-season market planning and supply strategies</p>	<ul style="list-style-type: none"> <li>Availability of production forecasts</li> <li>Evidence that production forecasts support marketing and production decisions</li> <li>Evidence that benchmarking supports production decisions</li> </ul>

\* 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 banana SIP full document and find more information on the Banana Fund at [www.horticulture.com.au/banana/](http://www.horticulture.com.au/banana/)**