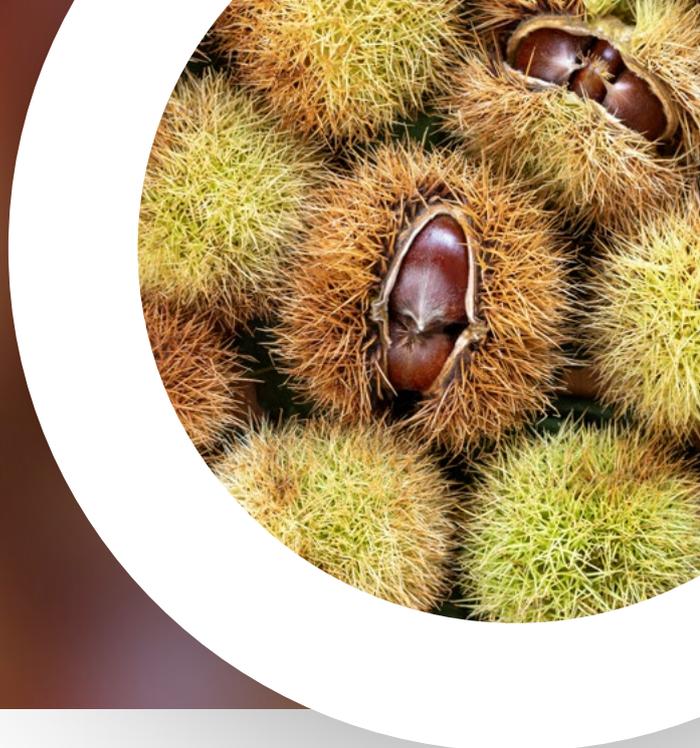


# Chestnut

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the chestnut Strategic Investment Plan (SIP) is to grow the chestnut industry by focusing on reducing crop losses through the implementation of sustainable pest and disease management practises (especially nut rot, Phytophthora root rot and chestnut blight) whilst continuing to develop demand for quality Australian chestnuts.

This abbreviated version of the chestnut 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/chestnut/](http://www.horticulture.com.au/chestnut/).

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian chestnut industry to expand the domestic market.	1. Increase domestic consumer demand for Australian chestnuts through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer attitudes to consumption of chestnuts</li><li>• Use of nutritional information to support consumer demand</li><li>• Increased consumer understanding of chestnut selection and storage</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian chestnut industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D) and sustainable best management practices (BMPs).</p>	<p>1. Develop and optimise fit-for-purpose pest and disease management strategies (especially nut rot, Phytophthora root rot and chestnut blight)</p>	<ul style="list-style-type: none"> <li>• New knowledge on disease management and monitoring strategies for nut rot, Phytophthora root rot, chestnut blight, and other key diseases available to industry</li> <li>• Reduced crop loss from internal nut rot, Phytophthora root rot, chestnut blight, and other major diseases</li> </ul>
	<p>2. Improve industry preparedness and resilience to biosecurity threats</p>	<ul style="list-style-type: none"> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> </ul>
	<p>3. Develop and implement orchard BMPs</p>	<ul style="list-style-type: none"> <li>• Development of updated BMPs in collaboration with industry</li> </ul>
	<p>4. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</p>	<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>
	<p>5. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</p>	<ul style="list-style-type: none"> <li>• Regulatory Risk Assessments maintained</li> </ul>
	<p>6. 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*</p>	<ul style="list-style-type: none"> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian chestnut industry maximises investments in productivity.	1. Deliver communication capability to support positive change in the areas of biosecurity, integrated pest and disease management (IPDM) practices and orchard BMPs	<ul style="list-style-type: none"> <li>An increase in engagement, awareness and knowledge of R&amp;D project outputs especially in relation to crop protection and the health benefits of chestnuts</li> </ul>
	2. Facilitate innovation by providing opportunities for business engagement between and across nut industries, across industry members and relevant stakeholders	<ul style="list-style-type: none"> <li>Demonstrated growth in cooperation within industry and across nut industries leading to business and industry innovations</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian chestnut industry is more profitable through informed decision-making using consumer knowledge and tracking, and independent reviews.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> <li>Delivery of consumer insights strategy</li> <li>Evidence that consumer insights inform strategic market engagement</li> <li>New consumer knowledge available for growers</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 chestnut SIP full document and find more information on the Chestnut Fund at [www.horticulture.com.au/chestnut/](http://www.horticulture.com.au/chestnut/)**