

Dried tree fruit

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the dried tree fruit Strategic Investment Plan (SIP) is to build capability to innovate, use best management practices (BMPs), use robust industry biosecurity systems, manage tree health and longevity, and maintain international competitiveness through quality, efficiency and productivity.

This abbreviated version of the dried tree fruit 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/dried-tree-fruit/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian dried tree fruit industry to expand into existing and future domestic markets.	1. Increase domestic consumer demand for quality Australian dried tree fruit through knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Use of nutritional information to support consumer demand



OUTCOME	STRATEGIES	KPIs
Extension and capacity building		
<p>Outcome 2: Improved capability and an innovative culture in the Australian dried tree fruit industry maximises investments in productivity and demand.</p>	<ol style="list-style-type: none"> 1. Deliver extension capability with similar industries to create positive change in the areas of innovative growing systems and access to high-performing cultivars for the dried tree fruit industry 2. Provide the opportunity for engagement within the dried tree fruit industry with other industries and stakeholders to innovate through trusted relationships 	<ul style="list-style-type: none"> • Establishment of a baseline and then increased share of the industry with positive change in knowledge, attitudes, skills and aspirations (KASA), and practice and implementation concerning targeted high priority areas • Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (e.g., survey data)
Business insights		
<p>Outcome 3: The Australian dried tree fruit industry is more profitable through informed decision-making using consumer knowledge and tracking.</p>	<ol style="list-style-type: none"> 1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights* 	<ul style="list-style-type: none"> • Delivery of consumer insights strategy • Evidence that consumer insights inform strategic market engagement • New consumer knowledge available for growers





OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 4: Australian dried tree fruit industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable BMPs and varieties.</p>	<ol style="list-style-type: none"> Maintain and improve access to dried tree fruit cultivars that meet market needs and offer superior performance with yield Innovate dried tree fruit growing systems for sustainable production Enhance crop pollination and resilience through improved pollination security Improve industry preparedness and resilience to biosecurity threats Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)* Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally* 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"> New knowledge on performance under Australian conditions Feasibility established and recognition of new growing systems Evidence of sustainable honey bee health through surveillance data Maintenance/tracking of the implementation of an industry biosecurity plan 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 Regulatory Risk Assessments maintained Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)

* 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 dried tree fruit SIP full document and find more information on the Dried Tree Fruit Fund at www.horticulture.com.au/dried-tree-fruit/