

# Lychee

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



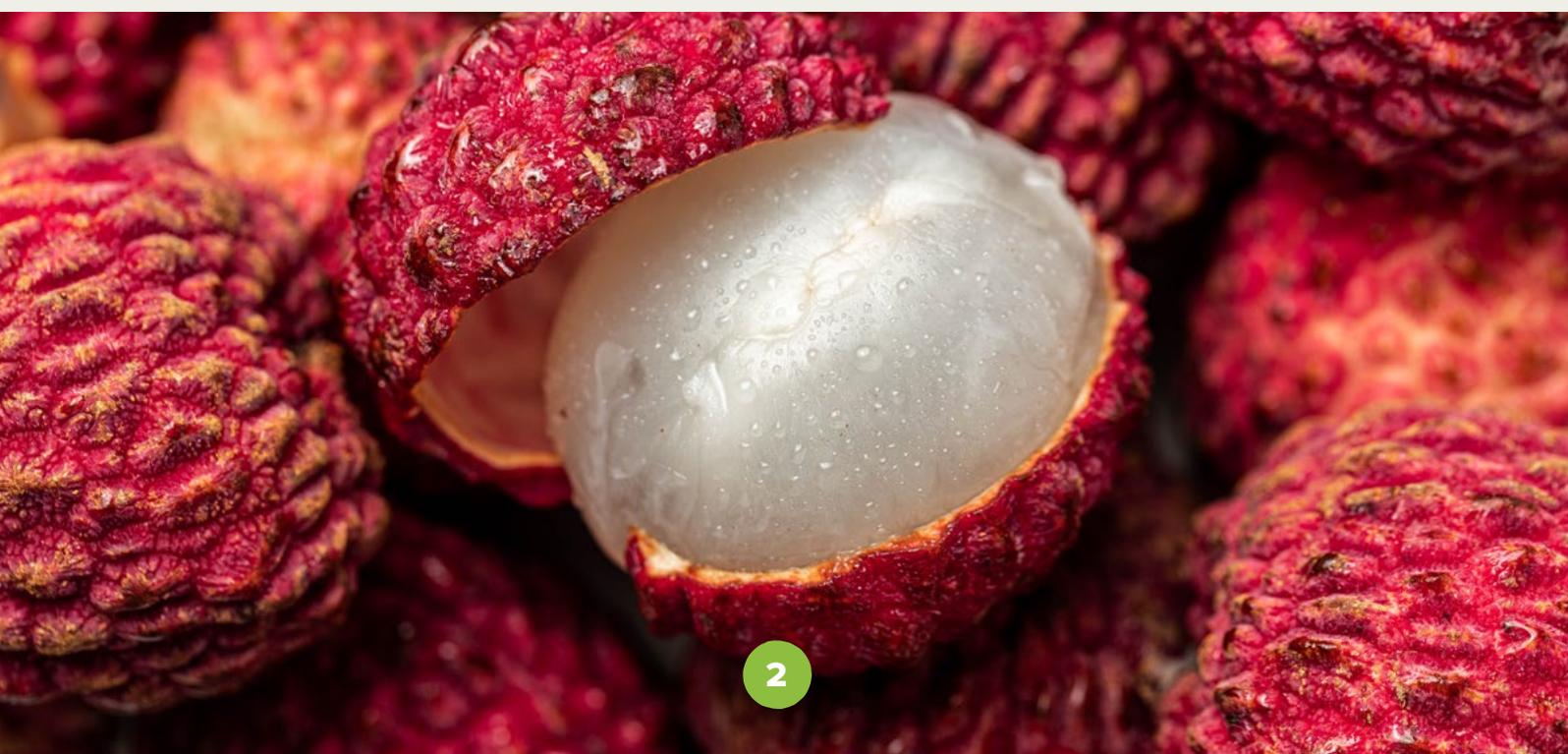
The overarching strategic intent of the lychee Strategic Investment Plan (SIP) is to develop export markets, increase demand in the domestic market and sustainably improve pest and disease management through innovation in research and development (R&D) and adoption of best management practices (BMPs).

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian lychee industry to develop existing and future domestic and international markets.	1. Increase domestic consumer demand for fresh, quality Australian lychees through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer preference, knowledge, attitudes, and purchase intent</li><li>• Utilisation of nutrition information to support consumer demand</li></ul>
	2. Develop strong counter-seasonal trade to priority northern hemisphere markets	<ul style="list-style-type: none"><li>• Growth in export market share of production in northern hemisphere markets</li></ul>
	3. Improve market access to export markets in accordance with the lychee export strategy	<ul style="list-style-type: none"><li>• Growth in export market share of production</li><li>• Development of an export strategy for new markets</li></ul>
	4. Collaborate with other industries to establish in-market representation to support export growth	<ul style="list-style-type: none"><li>• Increased awareness, skills and relationships developed</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian lychee industry has increased profitability, efficiency and sustainability through innovative R&amp;D and sustainable pest and disease management.</p>	<ol style="list-style-type: none"> <li>1. Develop and optimise fit-for-purpose pest and disease management strategies</li> <li>2. Improve industry preparedness and resilience to biosecurity threats</li> <li>3. Enhance crop pollination and resilience through improved pollination security and management</li> <li>4. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>5. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</li> <li>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*</li> </ol>	<ul style="list-style-type: none"> <li>• Development of pest and disease management strategies that mitigate crop loss in collaboration with growers</li> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Development of risk analyses of high priority pests including entry pathways, establishment and spread potential</li> <li>• Contribution to the National Bee Pest Surveillance Program</li> <li>• Development of knowledge on the role of honey bees as pollinators of lychee</li> <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> <li>• Regulatory Risk Assessments maintained</li> <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 lychee industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to support positive change in the areas of sustainable pest and disease management, export and trade development and demand creation	<ul style="list-style-type: none"> <li>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</li> </ul>
	2. Increased participation in industry leadership initiatives	<ul style="list-style-type: none"> <li>Increased participation in industry initiatives</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian lychee industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting 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 a consumer insights strategy</li> <li>Evidence that consumer insights inform market engagement (e.g., case studies)</li> <li>New consumer knowledge is available for growers</li> </ul>
	2. Use trade data including market insights to guide ongoing export development opportunities*	<ul style="list-style-type: none"> <li>Supply of trade data outputs that meet stakeholders needs</li> </ul>
	3. Use production forecasts to support market planning in domestic and export markets (e.g., counter-seasonal)	<ul style="list-style-type: none"> <li>Production forecast are available</li> <li>Evidence that production forecasts support marketing and 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 lychee SIP full document and find more information on the Lychee Fund at [www.horticulture.com.au/lychee/](http://www.horticulture.com.au/lychee/)**