

Mango

STRATEGIC INVESTMENT PLAN 2022-2026

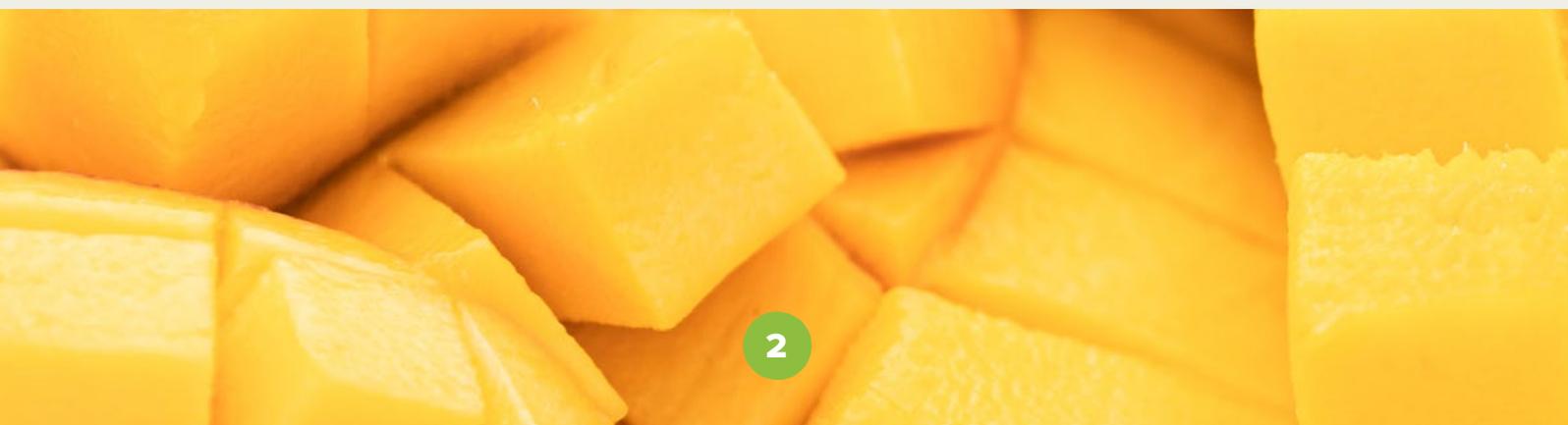
AT A GLANCE

The overarching strategic intent of the mango Strategic Investment Plan (SIP) is to improve grower profitability and productivity by focussing on improved and consistent product quality, accessing new export markets and increasing domestic and international demand.

This abbreviated version of the mango 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/mango/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian mango industry to develop existing and future domestic and international markets.	1. Increase domestic consumer demand for Australian mangoes through improving overall product and varietal 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 awareness and preference for fresh, quality Australian mangoes through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference
	3. Prepare and adopt an updated export strategy to expand exports to high value markets	<ul style="list-style-type: none">• Development of an export strategy in collaboration with industry• Support for technical access to selected export markets (e.g., case studies)• Evidence of improved exporter capability into high-value markets
	4. Engage retailers in joint business planning and provide in-season information for mango supply	<ul style="list-style-type: none">• Retailer feedback on the value of supply forecasts (e.g., case studies)

OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian mango industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and pollination.</p>	1. Develop management strategies for maintaining yield and quality in variable climates	<ul style="list-style-type: none"> Evidence of increased climate resilience
	2. Identify and support opportunities to improve yield and consistency of yield, focusing on current and new production	<ul style="list-style-type: none"> Distribution of new knowledge for growers on high density and productive orchard systems Knowledge to maximise yield potential and profitability in Australian mango varieties and production systems Development of new molecular, agronomic and data tools to improve on farm productivity
	3. Improve on-farm practices and enhance industry biosecurity	<ul style="list-style-type: none"> Maintenance/tracking of the implementation of an industry biosecurity plan Development of risk analyses of high-priority pests including entry pathways, establishment and spread potential
	4. Enhance crop pollination and resilience through improved pollination security	<ul style="list-style-type: none"> Evidence of sustainable honey bee health through surveillance data
	5. Engage with the methods of developing carbon accounting	<ul style="list-style-type: none"> Grower awareness and interest in participating in carbon markets
	6. 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 registrant
	7. 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
	8. 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"> Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)



OUTCOME	STRATEGIES	KPIs
Extension and capability		
<p>Outcome 3: Improved capability and an innovative culture in the Australian mango industry maximises investments in productivity and demand.</p>	<p>1. Deliver extension and communication capability to create positive change in the priority areas of high-density production systems, maximising yield, consistent quality and demand creation</p>	<ul style="list-style-type: none"> Establishment of a baseline and increased share of industry (volume of mangoes produced (i.e., t/ha) with positive change in knowledge, attitudes, skills and aspirations (KASA) in high priority areas Establishment of a baseline and increased share of industry achieving productivity and profitability gains (volume of mangoes produced i.e., t/ha) through the implementation of practices in high priority areas
	<p>2. Provide opportunity for engagement between and across mango industry members and relevant stakeholders</p>	<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)





OUTCOME	STRATEGIES	KPIs
Business insights		
<p>Outcome 4: The Australian mango industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, benchmarking, production statistics and forecasting and independent reviews.</p>	<ol style="list-style-type: none"> 1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights* 2. Use 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 4. Use industry benchmarking activity to measure and track industry productivity and profitability 	<ul style="list-style-type: none"> • Provision of business insights to deliver against demand, supply and extension outcomes • Delivery of consumer insights strategy • Evidence that consumer insights inform strategic market engagement (e.g., case studies) • New consumer knowledge available for growers <hr/> <ul style="list-style-type: none"> • Trade data maintained, and data outputs supplied to meet stakeholder needs <hr/> <ul style="list-style-type: none"> • Production forecast available • Evidence that production forecasts support growers, supply chain participants and retailers with marketing and production decisions <hr/> <ul style="list-style-type: none"> • Establishment of a baseline, and set targets to drive year-on-year profitability and productivity improvements • Data available to support extension activities and individual grower decision-making • Evidence of data used to support industry-level decision-making and grower practice change

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