

Melon

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the melon Strategic Investment Plan (SIP) is to support the profitability and sustainability of the Australian melon industry through continuous optimisation of the supply chain, including improved product quality, safety, waste reduction, and effective management of pests and diseases to further develop domestic and export market opportunities.

This abbreviated version of the melon 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/melon/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian melon industry to develop existing and future domestic and international markets.	1. Maintain and improve trade with existing premium export markets	<ul style="list-style-type: none">• Growth in export market share into selected markets
	2. Develop and improve technical market access for Australian melons into priority markets	<ul style="list-style-type: none">• Support for technical access to selected export markets (e.g., case studies)
	3. Ensure industry has an up-to-date export strategy and access to trade expertise to guide decision-making in relation to export investment	<ul style="list-style-type: none">• Development of an export strategy in collaboration with industry• Use of export training material to support increased trade• Support for facilitation for exporters to build networks online and/or in market
	4. Document and share evidence of industry-wide practices that strengthen and assure the safety and integrity of melon products	<ul style="list-style-type: none">• Increased consumer trust and confidence in the industry and its products (i.e., survey data)
	5. Establish quality standards to improve consumer acceptance of Australian melons	<ul style="list-style-type: none">• Increased consumer purchase frequency



OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian melon industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs), pollination, food safety and biosecurity.</p>	1. Improve soil management, including soil pathogen detection and management, and soil health with integration of cover crops into production and improved management practices	<ul style="list-style-type: none"> • Development of soil surveillance methods and associated diagnostics in collaboration with growers
	2. Develop and optimise fit-for-purpose pest and disease management strategies	<ul style="list-style-type: none"> • Development of pest and disease management strategies that mitigate crop loss in collaboration with growers
	3. Improve industry preparedness and resilience to biosecurity threats	<ul style="list-style-type: none"> • Maintenance/tracking of the implementation of an industry biosecurity plan • Development of surveillance and on-farm biosecurity plans for melon diseases (e.g., cucumber green mottle mosaic virus (CGMMV))
	4. Continue developments in risk management practices to support a food safety culture	<ul style="list-style-type: none"> • Digital systems in place and used by growers • A monitoring system in place that tracks a food safety culture
	5. Improve the supply of consistent year-round eating quality of Australian melons and optimise the supply chain to reduce wastage	<ul style="list-style-type: none"> • Establishment of a baseline and then monitor declining proportion of waste product • Development of industry-accepted minimum quality standards
	6. Strengthen pollination security through robust honey bee health	<ul style="list-style-type: none"> • Evidence of sustainable honey bee health through surveillance data • Pollination unaffected by CGMMV mitigations
	7. 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 registrants
	8. 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
	9. 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		
Outcome 3: Improved capability and an innovative culture in the Australian melon industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to create positive change in the areas of quality throughout the supply chain, demand creation, export capability, food safety culture, biosecurity and productivity via BMPs in soil health and integrated pest and disease management (IPDM) practices	<ul style="list-style-type: none"> Establishment of a baseline to develop relevant measurables and demonstrate increased share of industry (hectares) with positive change in knowledge, attitudes, skills and aspirations (KASA), practice and impact in targeted high-priority areas (e.g., export capability, quality, soil health, food safety)
	2. Provide opportunity for engagement between the melon industry and across to other industries and relevant stakeholders in the areas that are high priority	<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)
	3. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> Proactive strategic and evidence-based decision-making in businesses and for industry on investment priorities and risk management
Business insights		
Outcome 4: The Australian melon industry is more profitable through informed decision-making using consumer knowledge and tracking production statistics and forecasting, and independent reviews.	1. Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> Delivery of a consumer insights strategy Evidence that consumer insights inform strategic market engagement Availability of new consumer knowledge for growers
	2. Use trade data to guide ongoing export development opportunities*	<ul style="list-style-type: none"> Trade data maintained and data outputs supplied to meet stakeholders needs

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