

Mushroom

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE

The overarching strategic intent of the mushroom Strategic Investment Plan (SIP) is to focus on category growth supported by innovations for improved efficiencies and sustainable production.

This abbreviated version of the mushroom 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/mushroom/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian mushroom industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for Australian mushrooms through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Use of nutritional information to support consumer demand
	2. Increase domestic consumer demand for fresh, quality Australian mushrooms through alternative menu uses in foodservice channels including in the fast food sector	<ul style="list-style-type: none">• Increased use of Australian mushrooms in menus• Growth in production volume servicing foodservice
	3. Explore and assess opportunities for mushroom exports into viable high value markets (e.g., Southeast Asia)	<ul style="list-style-type: none">• Development of consumer market intelligence research and an export strategy with consideration for market access requirements
	4. Explore opportunities for increased use of Australian mushrooms in the processing/manufacturing sector and other developments in value-add products	<ul style="list-style-type: none">• Industry has an increased knowledge and awareness of feasible processing/manufacturing sector supply opportunities• New value-add product development opportunities for Australian mushrooms are understood

OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian mushroom industry has improved profitability, efficiency and sustainability through innovative production systems, reduced costs, and effective risk management.</p>	<ol style="list-style-type: none"> 1. Enhance the efficiency of mushroom production systems including casing, compost, labour and energy 2. Improve on-farm sustainability and efficiency including through waste product development and recycling opportunities 3. Improve the presentation, storage and shelf life of mushrooms through new, focused research and development (R&D) initiatives in collaboration with retail and supply chain partners 4. Improve industry preparedness and resilience to biosecurity threats 5. Develop and optimise fit for purpose pest and disease management strategies including integrated pest management (IPM) and biological agents as part of mushroom production systems 6. Support an Australian mushroom centre of excellence for compost and mushroom production research, development and extension (RD&E) 7. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)* 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* 9. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) 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"> • Identification of technical barriers to viability of alternative production enhancements • Availability of new knowledge for growers to reduce input cost per tonne of yield • Industry adoption of innovative and novel approaches to waste stream management • Reduction of on-farm waste and associated costs • Growers utilising novel technology to add value and manage waste streams in production • Availability of new knowledge to improve the shelf life and shelf appeal of mushrooms • Maintenance/tracking of the implementation of an industry biosecurity plan • Investigation of risk pathways (e.g., imported fresh mushrooms) • Development of pest and disease management strategies that mitigate crop loss in collaboration with other growers • Increased adoption of IPDM and reduction in crop loss through sustainable pest and disease management practices • Evidence of industry support and engagement for driving RD&E • 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)





OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 3: Improved capability and an innovative culture in the Australian mushroom industry maximises adoption of investments in productivity and demand.	1. Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on-farm sustainability	<ul style="list-style-type: none"> • Communication and extension plan developed with industry • Establishment of a baseline in relation to those farm managers having an awareness and/or introduced improved management (such as biosecurity, food safety and growing) to enhance supply, expressed as the percentage of total production under improved management systems
	2. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> • Establishment of an industry people development strategy • Increased participation in industry leadership and training initiatives • Maintenance/tracking of an industry risk register and crisis management plan
Business insights		
Outcome 4: The Australian mushroom industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data and production statistics, forecasting, and independent reviews.	1. Increase industry alignment with quality 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 market engagement (e.g., case studies) • Availability of new consumer knowledge for growers
	2. Use production forecasts to inform long-term and/or in-season market planning and supply strategies	<ul style="list-style-type: none"> • Production forecast available • Evidence that production forecasts support marketing and production decisions

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