

Olive

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



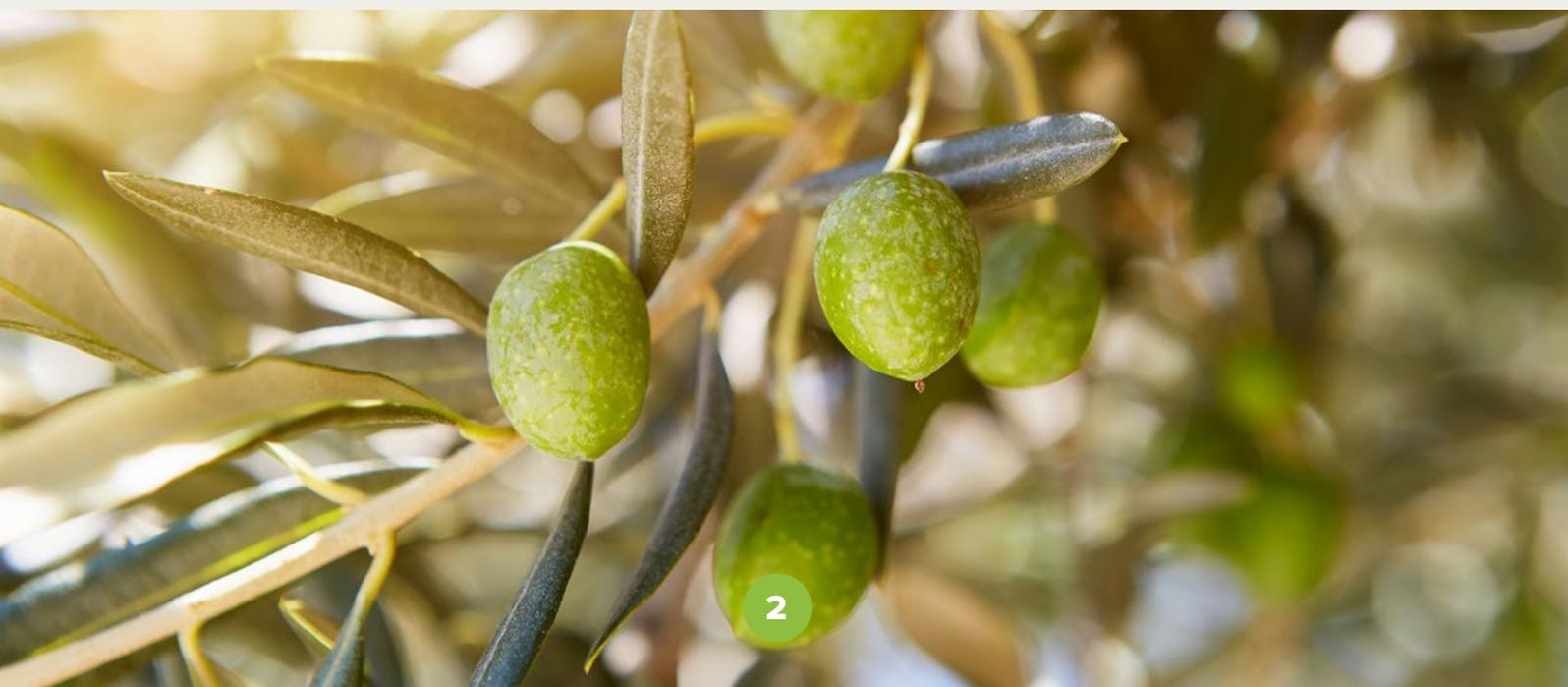
The overarching strategic intent of the olive Strategic Investment Plan (SIP) is to optimise grove productivity and product quality to position Australia as a high-integrity producer of ultra-premium Extra Virgin Olive Oil (EVOO) and table olives, both domestically and internationally.

This abbreviated version of the olive 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/olive/.

OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 1: Building capability and an innovative culture supports industry to use the relevant investment outputs across the supply and demand initiatives to better manage risk and create positive change.	1. Support industry-driven innovation and extension initiatives (based on the open sharing of knowledge and expertise from Australian and international networks and benchmarking initiatives) that help support positive change in the areas of sustainable production, biosecurity, and meeting consumer quality expectations	<ul style="list-style-type: none">Establishment of a baseline and then increased share of industry (hectare) with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice concerning targeted high-priority areasEstablishment of a baseline and then increased share of industry (hectare) that are implementing targeted high-priority areas
	2. Strengthen industry leadership through training initiatives	<ul style="list-style-type: none">Increased participation in industry leadership and learning initiatives
	3. Identify and communicate the latest Australian and international trends relating to the development of circular business models (production and value-adding) for the Australian Olive industry as part of a communications initiative	<ul style="list-style-type: none">Relevant information is captured in a communications project that is distributed to industry stakeholders as part of existing project initiatives, specifically a written article or feature summarising the latest trends and opportunities (activity) that is distributed to a specific number of growers



OUTCOME	STRATEGIES	KPIs
Industry supply, production and sustainability		
<p>Outcome 2: The Australian olive industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), best management practices (BMPs) and enhanced biosecurity.</p>	<p>1. Improve industry preparedness and resilience to biosecurity threats (e.g., <i>Xylella fastidiosa</i>)</p>	<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
	<p>2. Investigate and develop optimised grove management strategies to address sources of yield variability (e.g., biennial fruit bearing, tree health and water availability)</p>	<ul style="list-style-type: none"> Identification of practical management strategies that reduce yield variability Identified opportunities and information about crop performance through efficient resource management
	<p>3. Develop and refine IPDM strategies</p>	<ul style="list-style-type: none"> Identification of key drivers required to protect olive groves from pest and diseases to increase olive quality, production and profitability
	<p>4. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</p>	<ul style="list-style-type: none"> Coordinated industry priority-setting with clear outlook of gaps and risks in existing pest control options Industry priority needs published and shared with stakeholders, including registrants
	<p>5. 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*</p>	<ul style="list-style-type: none"> Regulatory Risk Assessments maintained
	<p>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*</p>	<ul style="list-style-type: none"> Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)





OUTCOME	STRATEGIES	KPIs
Demand creation		
<p>Outcome 3: Demand creation supports the Australian olive industry to develop existing and future domestic and international markets.</p>	<ol style="list-style-type: none"> 1. Identify and prioritise export and domestic market niches where there is demand and growth potential for competitive supply of quality Australian origin olives and olive oil 2. Support product positioning with consistent quality, evidence of beneficial product health attributes and responsible industry production practices 3. Develop strong relationships and expand market development across the supply chain 4. Position Australia as a high-integrity producer of ultra-premium EVOO domestically and internationally, supported by integrity of labeling 	<ul style="list-style-type: none"> • Positive influence on consumer preference • Use of nutritional information to support consumer demand • Development of ready-to-use consumer education communication assets • Increased understanding of domestic and export opportunities • Expansion of current chef communications, to include foodservice businesses • Growth in domestic and international demand for Australian ultra-premium EVOO
Business insights		
<p>Outcome 4: The Australian olive industry is more profitable through informed decision-making using consumer feedback and tracking, benchmarking performance 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 market leading global benchmarking to review Australian production competitiveness and engage growers in benchmarking initiatives 	<ul style="list-style-type: none"> • Development of a consumer insights strategy • Evidence that consumer insights inform strategic market engagement • Availability of new consumer knowledge for growers • Quality of local vs imported olive oil criteria and standards established and tracked at retail • 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 olive SIP full document and find more information on the Olive Fund at www.horticulture.com.au/olive/