

# Passionfruit

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE

The overarching strategic intent of the passionfruit Strategic Investment Plan (SIP) is to drive profitability and sustainability of the Australian passionfruit industry by innovating for varietal improvement, superior productivity and consistent fruit quality to drive increases in domestic consumer demand.

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

| OUTCOME  | STRATEGIES   | KPIs  |
|--|--|---|
| <b>Industry supply, productivity and sustainability</b>  |  |   |
| <b>Outcome 1:</b><br>The Australian passionfruit industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), pest and disease management and new varieties. | 1. Develop new varieties with superior production and consistent fruit quality | <ul style="list-style-type: none"><li>• Availability of new varieties developed for Australian growing conditions with superior production and consistent fruit quality</li><li>• New knowledge, including data, on the performance of advanced selections and varieties</li><li>• A collection/arboretum of passionfruit genetics that is used by researchers and industry</li></ul> |
|  | 2. Improve industry preparedness and resilience to biosecurity threats         | <ul style="list-style-type: none"><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></ul>   |

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| OUTCOME   | STRATEGIES  | KPIs   |
|---|---|--|
| <b>Industry supply, productivity and sustainability</b>   |   |  |
| <b>Outcome 1: (continued)</b><br>The Australian passionfruit industry has increased profitability, efficiency and sustainability through innovative R&D, pest and disease management and new varieties. | 3. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*  | <ul style="list-style-type: none"> <li>Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options</li> <li>Industry priority needs are published and shared with stakeholders, including registrants</li> </ul> |
|   | 4. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*   | <ul style="list-style-type: none"> <li>Regulatory Risk Assessments maintained</li> </ul>   |
|   | 5. Generate of 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"> <li>Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> </ul>   |
| <b>Demand creation</b>  |   |  |
| <b>Outcome 2:</b><br>Demand creation supports the Australian passionfruit industry to develop existing and future domestic markets.   | 1. Increase domestic consumer demand for fresh, quality Australian passionfruit 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>Use of nutritional information to support consumer demand</li> </ul>  |
| <b>Extension and capability</b>   |   |  |
| <b>Outcome 3:</b><br>Improved capability and an innovative culture in the Australian passionfruit industry maximises investments in supply and demand.  | 1. Deliver communication and extension capability to support positive change in the areas of new varieties, trial sites, pest and disease management and demand creation  | <ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (hectares or vines) with positive change in practice and implementation concerning targeted high priority areas</li> </ul>                                 |
|   | 2. Provide the opportunity for engagement between industry and across industry members and stakeholders   | <ul style="list-style-type: none"> <li>Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)</li> </ul>  |





| OUTCOME  | STRATEGIES  | KPIs  |
|--|---|---|
| <b>Business insights</b>   |   |   |
| <p><b>Outcome 4:</b><br/>The Australian passionfruit industry is more profitable through informed decision-making using consumer knowledge and tracking and independent reviews.</p> | <p>1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*</p> | <ul style="list-style-type: none"> <li>• Delivery of consumer insights strategy</li> <li>• Evidence that consumer insights inform market engagement (e.g., case studies)</li> <li>• New consumer knowledge available for growers</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 passionfruit SIP full document and find more information on the Passionfruit Fund at [www.horticulture.com.au/passionfruit/](http://www.horticulture.com.au/passionfruit/)**