

Pineapple

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE

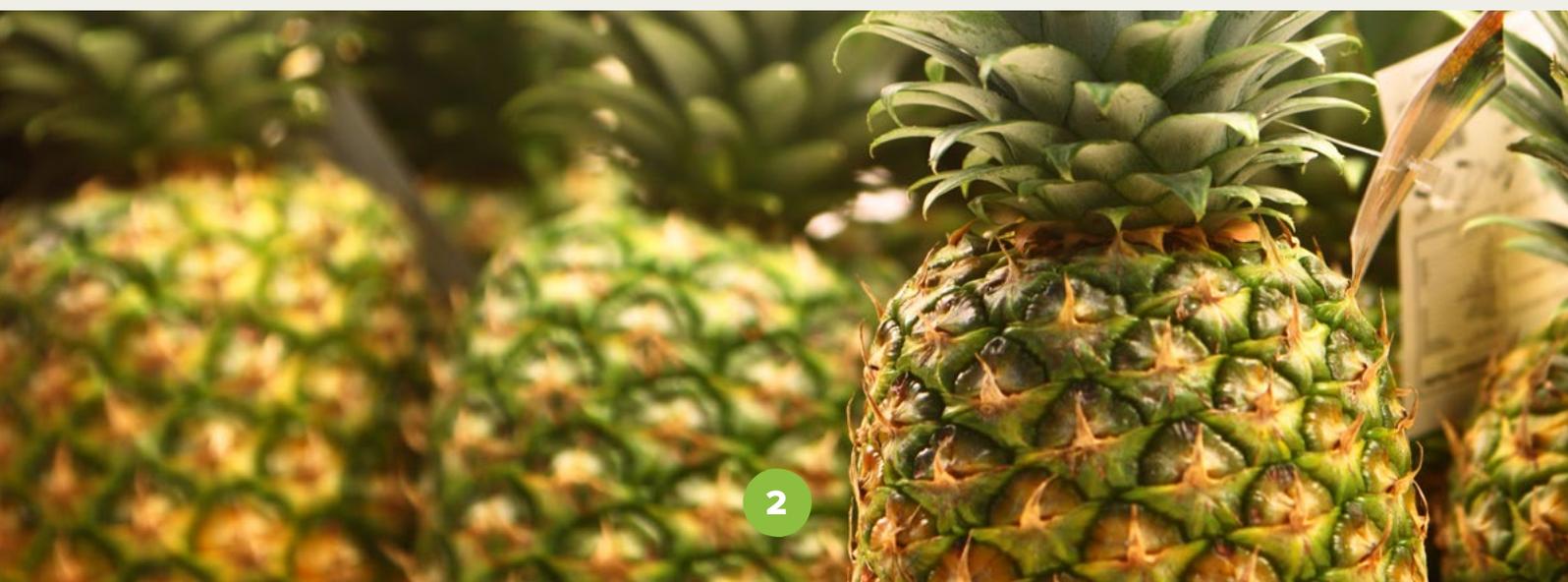
The overarching strategic intent of the pineapple Strategic Investment Plan (SIP) is to drive profitability and productivity of the Australian pineapple industry by innovating for varietal improvement, superior yields, improved disease resistance and best management practices (BMPs) for consistent fruit quality that drives increases in domestic consumer demand.

This abbreviated version of the pineapple 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/pineapple/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian pineapple industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for fresh, quality Australian pineapples through knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference, knowledge, attitudes, and purchase intent• Positive shifts in brand tracking• Use of nutritional information to support consumer demand



OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian pineapple industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and varieties.</p>	1. Develop production practices and supply chain management for consistent and improved pineapple quality	<ul style="list-style-type: none"> • Advancements in supply chain understanding with growers (e.g., survey)
	2. Develop new varieties with superior production, improved disease resistance and enhanced consumer appeal	<ul style="list-style-type: none"> • Availability of new varieties with super production and quality attributes developed for Australian growing conditions • New knowledge distributed for growers, including data, on the performance of advanced selections and varieties • Grower-led trial sites featuring advanced selections and new varieties
	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 risk analyses of high priority pests including entry pathways, establishment and spread potential
	4. 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
	5. Support and co-ordinate 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
	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*	<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 pineapple industry maximises investments in productivity and demand.</p>	<p>1. Deliver extension and communication capability to support positive change in the areas of sustainability, fruit quality, biosecurity and adoption of new varieties</p>	<ul style="list-style-type: none"> • A baseline established, followed by increased industry hectares with positive change in knowledge, attitudes, skills and aspirations (KASA) and practice concerning targeted high priority areas
	<p>2. Provide opportunity for engagement between industry members, relevant stakeholders and across horticulture</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)
	<p>3. Strengthen industry leadership through initiatives and training</p>	<ul style="list-style-type: none"> • Increased participation in industry leadership initiatives
Business insights		
<p>Outcome 4: The Australian pineapple industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting 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"> • Delivery of a consumer insights strategy • Evidence that consumer insights inform strategic market engagement (e.g., case studies) • New consumer knowledge available for growers
	<p>2. Use production forecasts to inform long-term and/or in-season domestic market planning and supply strategies</p>	<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 pineapple SIP full document and find more information on the Pineapple Fund at www.horticulture.com.au/pineapple/