

Potato

STRATEGIC INVESTMENT PLAN 2022-2026

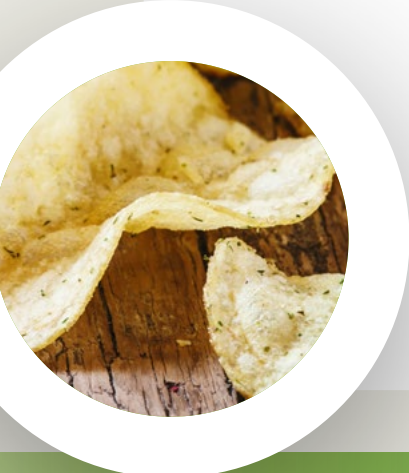


AT A GLANCE

The overarching strategic intent of the potato Strategic Investment Plan (SIP) is to reduce the cost of production and improve the sustainability of production practices with effective management of pests, diseases, weeds and biosecurity threats. Growth in domestic and international consumer demand is also a focus for the fresh (non-processing) potato industry.

This abbreviated version of the potato 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.

OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 1: Improved capability and an innovative culture in the Australian potato industry maximises investments in productivity and demand.	1. Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development (for the fresh potato industry)	<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) and practice and impact in targeted high-priority areas (e.g., quality, biosecurity, soil health, plant health)
	2. Provide opportunities for engagement between industry, across potato and vegetable industry members and stakeholders, domestically and internationally	<ul style="list-style-type: none"> Demonstrated growth in cooperation within industry and across industries leading to business and industry innovations
	3. Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	<ul style="list-style-type: none"> Increased participation in leadership programs and leadership roles within industry Participants of new entrant programs see horticulture as a long-term career choice



OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian potato industry has increased profitability, efficiency and sustainability through innovative research and development (R&D) and sustainable best management practices (BMPs).</p>	<p>1. Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops</p>	<ul style="list-style-type: none"> • New growing systems' feasibility established and evaluated in collaboration with growers • Pest and disease management strategies are developed that mitigate crop loss in collaboration with growers • Increased knowledge and adoption of cover cropping and mixed cropping • Plantings are optimised for production efficiency, sustainability and improved profitability
	<p>2. Develop resources for precision input management to reduce costs and maintain yield and quality in a changing climate, including water and nutrient use efficiency and salinity management</p>	<ul style="list-style-type: none"> • Development of resources to improve the management of production inputs in collaboration with growers • Growers have options to reduce production costs and labour inputs
	<p>3. Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics</p>	<ul style="list-style-type: none"> • Maintenance/tracking of the implementation of biosecurity plan • Development of risk analyses of high priority seed-borne and soil-borne pests including entry pathways, establishment and spread potential
	<p>4. Identify advances in automation and emerging technology opportunities to support labour use efficiency, compliance and input management</p>	<ul style="list-style-type: none"> • Technology solutions identified that provide improved labour efficiency • Growers have increased knowledge and adoption of automation, quality and resource management
	<p>5. 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 a clear outlook of gaps and risks in existing pest control options • Industry priority needs published and shared with stakeholders, including registrants
	<p>6. 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>7. 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		
Outcome 3: Demand creation supports the Australian fresh potato industry to develop existing and future markets, both domestically and internationally.	1. Increase domestic and export consumer demand for fresh, quality Australian potatoes 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 consumer demand in high value export markets	<ul style="list-style-type: none"> • Growth in export market share of production
	3. Deliver an up-to-date export strategy and access to trade expertise for fresh (ware) potatoes	<ul style="list-style-type: none"> • Development of an export strategy for new markets in collaboration with growers • Support for technical access to selected export markets (e.g., case studies)
	4. Improve technical access to high value markets as identified within the export strategic plan	
Business insights		
Outcome 4: The Australian potato industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and independent reviews.	1. Increase fresh potato industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> • Delivery of consumer insights strategy • Evidence that consumer insights inform market engagement (e.g., case studies) • Availability of new consumer knowledge for growers
	2. Use trade data to guide ongoing export development opportunities for fresh potatoes*	<ul style="list-style-type: none"> • Trade data maintained and tailored 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 potato SIP full documents and find more information on the Potato Fresh Fund at www.horticulture.com.au/potato-fresh/ and the Potato Processing Fund at www.horticulture.com.au/potato-processing/