

Prune

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the prune Strategic Investment Plan (SIP) is to maintain profitability and grow the total value of the Australian prune industry by sustainably accelerating the application of best production practices.

This abbreviated version of the prune 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/prune/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian prune industry to expand into existing and future domestic markets.	1. Increase domestic consumer demand for quality Australian prunes through knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Use of nutritional information to support consumer demand
Extension and capability		
Outcome 2: Improved capability and an innovative culture in the Australian prune industry maximises investments in productivity and demand.	1. Deliver communication capability to support positive change in the areas of best practice crop production improvement, biosecurity and pollination	<ul style="list-style-type: none">• An increase in engagement, awareness and knowledge of R&D project outputs especially in relation to best practice, biosecurity and pollination
	2. Facilitate innovation by providing opportunities for business engagement between and across similar industries, across industry members and relevant stakeholders	<ul style="list-style-type: none">• Communication channels available for growers to share knowledge and experiences that can be adapted and transferred between different industries that support on-farm adoption of best management practices (BMPs) and new technologies/innovations

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OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 2: (continued) Improved capability and an innovative culture in the Australian prune industry maximises investments in productivity and demand.	3. Facilitate productive working relationships between Australian and international researchers to access and leverage world-class know-how and best practices on production	<ul style="list-style-type: none"> Development of an effective network across national and international research, development and extension (RD&E) networks that provide the source of new technologies and innovations that are developed for the industry
Business insights		
Outcome 3: The Australian prune industry is more profitable through informed decision-making using consumer knowledge and tracking.	Increase 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 strategic market engagement New consumer knowledge available for growers
Industry supply, productivity and sustainability		
Outcome 4: The Australian prune industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable BMPs, and better pollination management.	1. Review best practice prune production to maximise pollination success	<ul style="list-style-type: none"> Best practice knowledge underpins pollination success
	2. Enhance crop pollination and resilience through improved pollination security	<ul style="list-style-type: none"> Evidence of sustainable honeybee health through surveillance data
	3. 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
	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"> Regulatory Risk Assessments maintained
	5. 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)

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