

# Sweetpotato

## STRATEGIC INVESTMENT PLAN 2022-2026

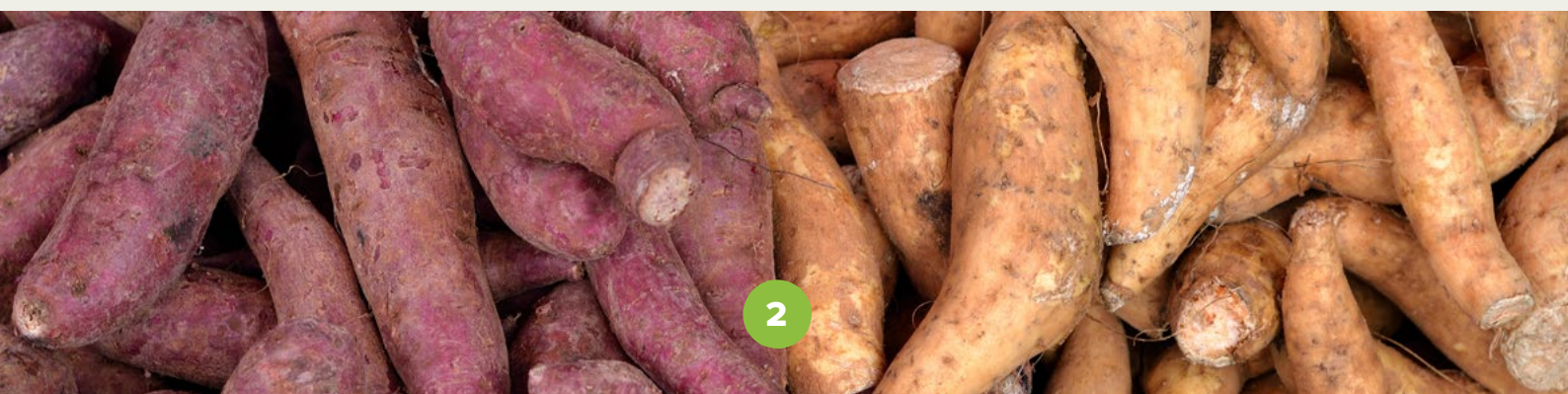
### AT A GLANCE

The overarching strategic intent of the sweetpotato Strategic Investment Plan (SIP) is to support category growth and production efficiencies for Australian sweetpotato growers.

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

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian sweetpotato industry to develop existing and future domestic and international markets.	1. Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer preference</li><li>• Use of nutritional information to support increase in consumer demand</li></ul>
	2. Develop trade with new and established existing export markets – Brunei, Thailand, the European Union, Taiwan, United Arab Emirates and Singapore	<ul style="list-style-type: none"><li>• Increased grower awareness of export opportunities</li><li>• Growth in the export market share of production</li><li>• Development of an export strategy for new markets</li></ul>
	3. Collaborate with government and other industries to gain technical access to new, high value markets	<ul style="list-style-type: none"><li>• Support of technical access to selected export markets</li></ul>

OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian sweetpotato industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D), sustainable best management practices (BMPs) and varieties.</p>	<ol style="list-style-type: none"> <li>1. Identify and evaluate varieties that have superior agronomic performance and product quality attributes that meet consumer requirements</li> <li>2. Support innovations in sweetpotato growing systems for sustainable production</li> <li>3. Develop and optimise fit-for-purpose pest and disease management strategies</li> <li>4. Improve industry preparedness and resilience to biosecurity threats</li> <li>5. Prioritise major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>6. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</li> <li>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*</li> </ol>	<ul style="list-style-type: none"> <li>• Availability of new knowledge on the performance of elite varieties from global programs under Australian conditions</li> <li>• Feasibility of new growing systems established and evaluated in collaboration with growers</li> <li>• Development of pest and disease management strategies that mitigate crop loss in collaboration with growers</li> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Development of contingency plans for exotic pests including business and market access continuity plans and the development of an 'owner cost reimbursement' framework</li> <li>• Development of risk analyses of high priority pests including entry pathways, establishment and spread potential</li> <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> <li>• Regulatory Risk Assessments maintained</li> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian sweetpotato industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to create positive change in the areas of sustainable production, pest and disease management, biosecurity, soil health and trade development	<ul style="list-style-type: none"> <li>Increased engagement, awareness and knowledge of R&amp;D project outputs especially in relation to sustainable production, pest and disease management biosecurity, soil health and trade development</li> </ul>
	2. Strengthen industry leadership through initiatives and training	<ul style="list-style-type: none"> <li>Increased participation in industry leadership initiatives</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian sweetpotato industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting and independent reviews.	1. Increase industry alignment with quality and brand positioning opportunities driven by consumer insights*	<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>
	2. Use trade data to guide ongoing export development opportunities*	<ul style="list-style-type: none"> <li>Maintained trade data and tailored data outputs supplied that meet stakeholders needs</li> </ul>
	3. Use production forecasts to inform long-term and/or in-season market planning and supply strategies	<ul style="list-style-type: none"> <li>Availability of production forecasts</li> <li>Evidence that production forecasts support marketing and production decisions</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 sweet potato SIP full document and find more information on the Sweetpotato Fund at [www.horticulture.com.au/sweetpotato/](http://www.horticulture.com.au/sweetpotato/)**