Vegetable

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE

The overarching strategic intent of the vegetable Strategic Investment Plan (SIP) is to drive opportunities in both domestic and international markets for vegetable products while accelerating sustainable production practices, managing risks and building a more resilient and informed industry through people development, communication and extension of research.

This abbreviated version of the vegetable 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/vegetable/.

OUTCOME	STRATEGIES	KPIs
Industry supply, production and sustainability		
Outcome 1: The Australian vegetable industry has increased profitability, efficiency and sustainability through innovative research and development (R&D), sustainable best management practices (BMPs) and cultivars.	1. Optimise input management to reduce costs and maintain yield and quality in a changing climate, including improvements in water and nutrient use efficiency	• Strategies developed with growers that optimise input management and increase climate resilience
	2. Identify and support opportunities to improve productivity and sustainability through effective integrated pest and disease (IPDM), weed control, soil health and cover crops	• 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 of cover cropping and mixed cropping • Plantings are optimised for production efficiency, sustainability and improved profitability

Continued >>

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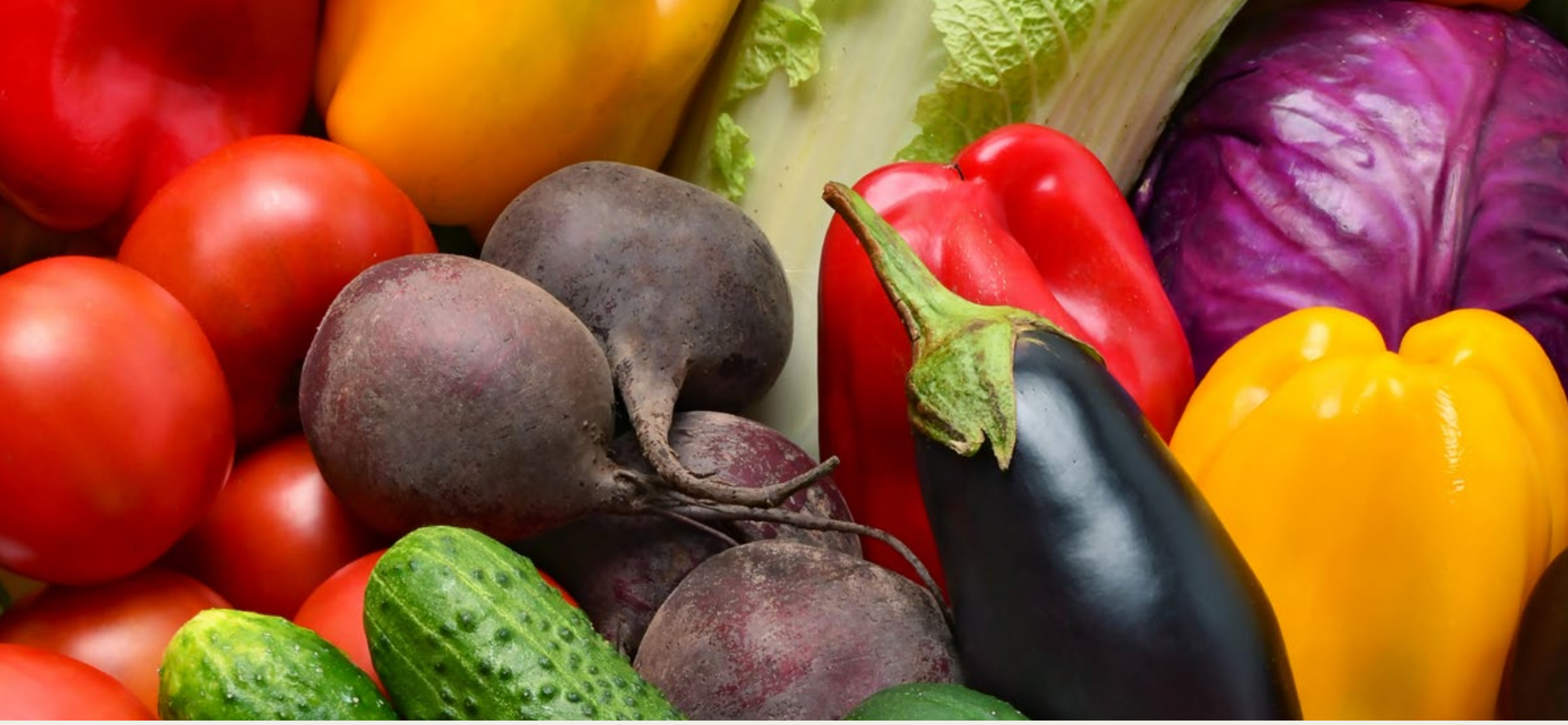
VEGETABLE FUND

OUTCOME	STRATEGIES	KPIs
Industry supply, production and sustainability		
Outcome 1: (continued) The Australian vegetable industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and cultivars.	3. Improve industry preparedness and resilience to biosecurity threats	• Maintenance and implementation of a vegetable industry biosecurity plan • Designed (and refined) surveillance programs to support early detection of exotic plant pests • Prioritised fit-for-purpose diagnostics for the high-priority exotic pests using the industry biosecurity plan • Development of industry contingency plans, including on-farm preparedness, pest management and/or containment, and business continuity • Improved testing methods to ensure imported seed is free of diseases
	4. Identify advances in automation and emerging technology opportunities to support labour use efficiency, compliance and input management pre-harvest and postharvest	• Identification of technology solutions that provide improved labour efficiency • Increased knowledge and adoption by growers of automation, quality and resource management
	5. Identify opportunities to adapt and improve current protected cropping and intensive production technologies for a range of growing conditions	• Availability of new knowledge of cost-effective technologies that are refined for vegetable production across growing regions
	6. Support improvements to maintain product integrity through food safety systems and processes, production and storage techniques, and correct handling procedures through the supply chain, and mitigate associated industry risks	• No product recalls/food safety incidents • Effective management of the issues through a coordinated response from industry • Availability of best practice food safety and safe handling information for industry to support a food safety culture • Development of an industry risk registry and crisis management plan
	7. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*	• 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
	8. Improve efficiencies in on-farm organic and inorganic waste management	• Identified opportunities for recycling and repurposing pre-farm-gate waste • Reduction of on-farm waste
	9. 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*	• Regulatory Risk Assessments maintained
	10. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 2: Demand creation supports the Australian vegetable industry to develop existing and future domestic and international markets.	**Growing export markets and building export capabilities**	
	1. Deliver a suite of export capability and market development activities that cater for the different needs of mature, emerging and aspiring exporters	• Increased value of exported products
	2. Target high-value customers with product differentiation through best practice market intelligence, improved branding and an increased focus on value-adding	• Increased industry knowledge and awareness of high-value markets and product demand • Increased demand for premium vegetable products in international markets
	3. Pursue technical market access and market improvements for existing and new industry priorities, as well as addressing as required, the specific trade barriers that inhibit export growth	• Prioritisation of strategic export markets for improved or new market access as identified by industry
	Increasing domestic demand	
	4. Support vegetable product differentiation and initiate stakeholder education initiatives (e.g., health benefits)	• Industry has access to new product lines that align with consumer preferences • Development of stakeholder education programs that impact knowledge, awareness and purchase intent
	5. Identify opportunities to increase the use of vegetables in domestic foodservice	• Vegetable businesses engaged to improve supply to the domestic foodservice sector • Training programs offered to foodservice providers in collaboration with the vegetable sector
	6. Engage and collaborate with supply chain stakeholders to improve product quality through supply chain efficiencies and management of vegetable categories along the supply chain	• Opportunities for supply chain efficiencies identified • Improved understanding of product quality losses along the supply chain, from farm to retail • Improved understanding and management (presentation, storage and handling) of vegetable categories along the supply chain, including at retail

OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 3: Improved capability and an innovative culture that maximises investments in productivity and demand and builds a resilient Australian vegetable industry.	1. Use extension and communication processes to support industry to achieve supply and demand priorities supporting profitable businesses especially in the areas of new technologies to enhance sustainable production practices, food safety, waste management, biosecurity and use of data to assist with decision-making	• Establishment of a baseline and then increased share of industry (hectares) with positive change in knowledge, attitude skills aspiration and practice change and implementation of targeted high priority areas (e.g., food safety, waste management, export capability and decision-making)
	2. Provide opportunities for the required levels of engagement across vegetable industries to innovate through trusted relationships	• Grower satisfaction with growth in cooperation from within and across vegetable industries leading to adoption of innovative practices and outcomes benefiting multiple stakeholders along the supply chain
	3. Grow industry capacity and leadership through initiatives and training for the current workforce, increasing horticulture as a career choice and bringing new people into the industry	• Establishment of an industry people development strategy • Increased participation in industry training and leadership initiatives



OUTCOME	STRATEGIES	KPIs
Business insights		
Outcome 4: The Australian vegetable 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, consumer awareness and education driven by consumer insights*	• Delivery of a consumer insights strategy • Evidence that consumer insights inform strategic market engagement • Availability of new knowledge about consumers for growers
	2. Use trade data to guide ongoing export development opportunities*	• Trade data maintained and data outputs supplied to meet stakeholder needs
	3. Use industry data to inform long-term and/or in-season planning tools and supply strategies	• Availability of production forecasts • Evidence that production forecasts support marketing and production decisions
	4. Use market-leading global benchmarking to review Australian production competitiveness and engage growers in regional benchmarking initiatives	• Availability of data to support extension activities and individual grower decision-making • Evidence that data is used to support industry-level decision-making and grower practice change

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

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