

WA POME FRUIT INDUSTRY STRATEGIC PLAN 2021-2025



VISION

A profitable and sustainable Western Australian pome fruit industry meeting market requirements and consistently satisfying customers with high quality fruit.

MISSION

Working in partnership with stakeholders to provide industry leadership, strategic direction and innovative solutions to support a profitable and sustainable Western Australian pome fruit industry.

OBJECTIVES

- 1 Improve WA apple productivity and profitability to 55t/ha yield, 75% Class 1 packout and \$75 spend/household/year.
(CURRENTLY 48t/ha / 69% / \$68)
- 2 Build the strategy to export 15% of WA's annual apple production.
(CURRENTLY 100t, 15% OF WA PRODUCTION OF 35,000t = 5,000t)
- 3 Lift WA pear productivity and profitability to 4,750 tonnes and consumption to \$20 spend/household/year.
(CURRENTLY 3,800t / \$18)

STRATEGIES

1. PRODUCTIVITY AND PROFITABILITY	2. MARKET DEVELOPMENT	3. SUPPLY CHAIN IMPROVEMENT	4. INDUSTRY LEADERSHIP
Improve capability and capacity to build your profitable 'Future Orchard'.	Drive domestic consumption and develop export opportunities for future WA industry security.	Identify and manage WA supply chain inefficiencies.	Provide industry leadership with unity and purpose, and attract funding to deliver the plan.

TACTICS

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| <ol style="list-style-type: none"> 1 Support capacity and capability building initiatives and benchmarking for improved decision making to drive productivity and profitability, and manage risk (climate, soil, varieties, water, technology, marketing). 2 Develop a WA Pome Fruit Industry R&D Plan to maximise orchard productivity and lower the costs of production. 3 Improve labour planning, monitoring of efficiencies, OH&S and management. 4 Promote commercially available and cost effective new technologies to drive productivity improvements including crop protection, remote sensing, robotics. 5 Promote improved orchard and marketing data management and analysis to enable timely and accurate decision making. 6 Manage increasingly complex biosecurity issues with investment in the WA Pome Fruit Biosecurity Strategic Plan. | <ol style="list-style-type: none"> 1 Work with APAL to create an Apple and Pear Strategy for WA domestic market to add value for growers. 2 Work with APAL, DPIRD and Fruitwest to create an Apple and Pear Strategy for export markets to add value for growers. 3 Invest in better understanding consumer preferences and knowledge of WA fruit. 4 Develop a clearer brand proposition for WA's apple and pear varieties. 5 Encourage grower participation in quality assurance, food safety and traceability programs. 6 Re-engage with the DPIRD Apple Breeding Program for a shared pathway for future investment and clearer targets. 7 Actively work with the beverage side of the apple industry to build profitable market options for growers. | <ol style="list-style-type: none"> 1 Work with stakeholders across the WA supply chain to ensure consumers consistently receive quality fruit. 2 Drive improvements in cool chain integrity and fruit handling, from harvest to storage and retailing including transport and retail management and display. 3 Establish a working group with growers, agents and retailers to address WA supply chain issues and inefficiencies. 4 Determine the effect of quality on profitability, price, visibility and trust from the retailer's perspective. 5 Promote data sharing to drive benchmarking and continuous improvement across the supply chain. 6 Identify levels of waste creation across the value chain and opportunities for value-adding to non-first grade fruit. | <ol style="list-style-type: none"> 1 The Pomewest Committee will provide proactive leadership to improve WA industry cohesion and manage Pomewest with sound governance. 2 Cultivate more productive relationships with APAL and HIA - Apple and Pear Hort Fund to achieve greater support for WA project investment. 3 Manage the Pomewest communication strategy to maintain the industry database, deliver timely and effective communications and organise state workshops or conferences to improve grower and supply chain knowledge. 4 Raise awareness of industry issues and provide an industry perspective on WA pome fruit industry issues with industry data and information. |
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 Note: highlighted boxes are the 2021 Priorities.