Horticulture
Innovation
Australia

Horticulture Innovation Australia

Australian horticulture:

Growing global competitiveness

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Selwyn Snell
Chairman, Horticulture Innovation Australia Ltd

HIA's vision

Through innovation, HIA strives to increase the **productivity, farm gate profitability** and **global competitiveness** of Australia's horticulture industries.

Current challenges for Australian horticulture

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ECONOMIC

- Limited resources and Australia's cost disadvantage
- Rapid growth with declining profitability
- Industry organisation and scale – lack of critical mass

ENVIRONMENTAL

- Increasing threats from emerging pests
- Variable climates adversely affecting productivity and quality

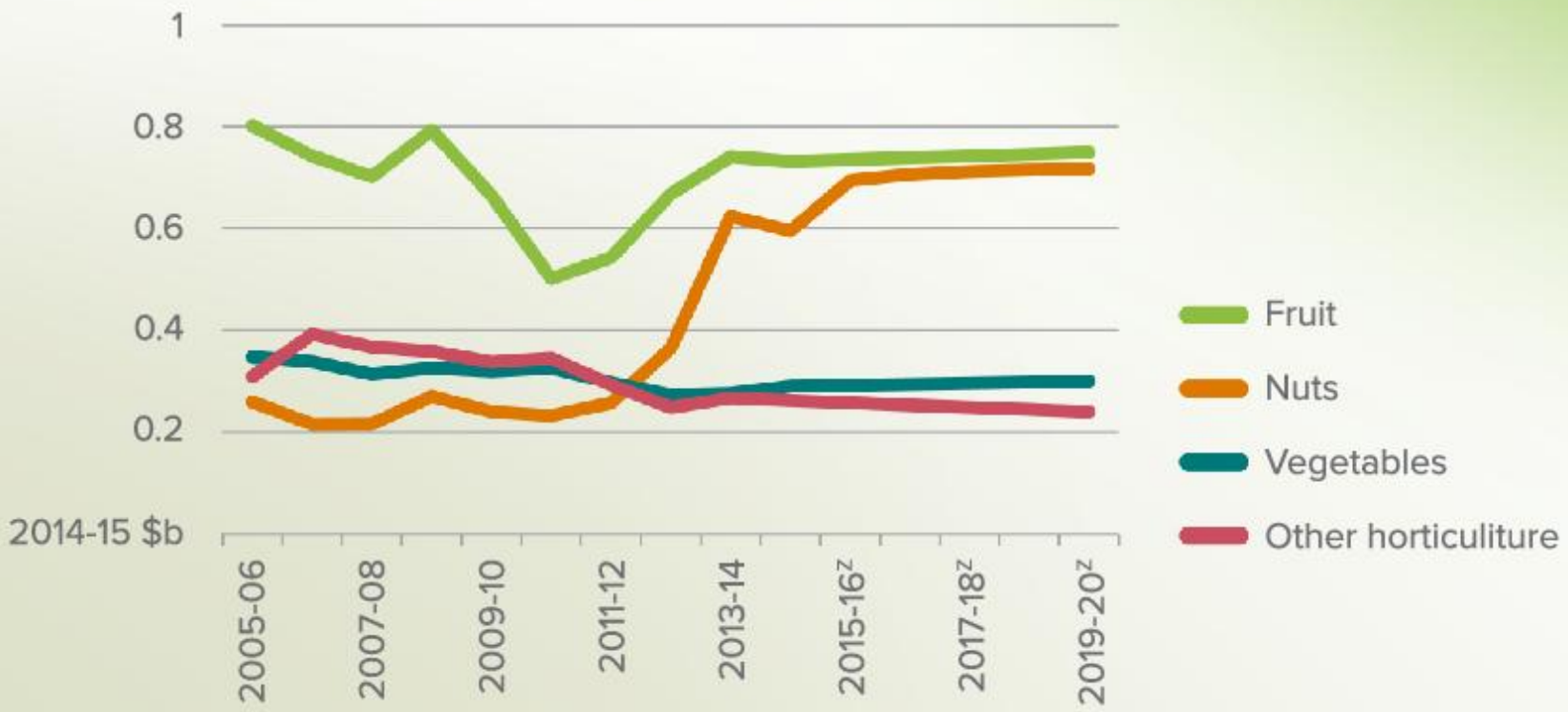
LOGISTICAL

- Consumer trends
- Supply chain pressures

INTERNAL

- Reluctance to export – time to gain market access
- Defensive nature of the industry

Value of Australian horticultural exports



Z = ABARES projection

Export and trade

- HIA has constitutional responsibility for promoting industry's interests overseas
- HIA will design an overarching Trade Strategy to guide market access and market development activities through a transparent framework
- Industry input will continue to be sought through an advisory panel
- Greater coordination in the sector is expected to deliver benefits across industry through improved outcomes, and a stronger, more unified voice at a national and international level

HIA funding model

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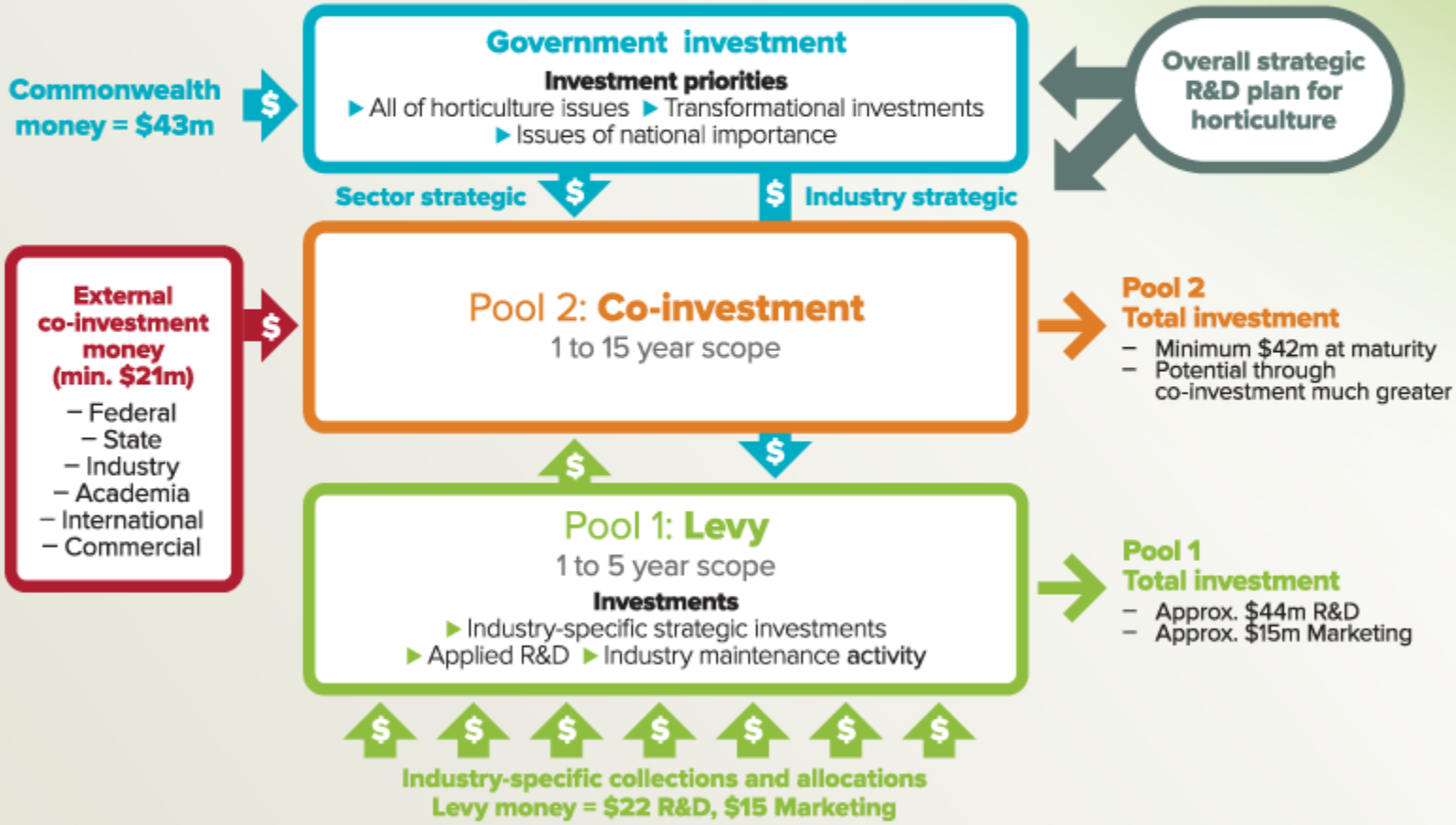

New technologies

- Investment priority
  – short and long term
- Orchard architecture/canopy structure – dwarfing genetics in perennial trees
- Mechanisation and robotics in crop husbandry tasks
- Cisgenics: transgenics without the transgenes
- Greater utilisation of genomic platforms
- Infra-red and X-ray detection
- Nanotechnology sensing, sorting, grading and packing

Capability building

- Human resource shortages
- Production operating skills
- Developing our own or outsourcing
- Cost of labour
- Attractiveness of the industry

Pests and diseases

- Fruit fly – Pool 2 priority, paradigm shift in control methodology required
- Loss of Fenthion and Dimethoate
- Access to minor use products
- IPM
- Increased cost of surveillance
- Pre-harvest, in-crop prophylactic treatment options
- Post-harvest disinfestation

What frameworks need to be put into place to stimulate new thinking?

Remove trade barriers utilising innovation

Horticulture: future directions

PRODUCTION AND DISTRIBUTION

- Leadership and the next generation
- Increase farm gate profitability
- Ensure supply meets demand
- World leading yields, cost efficiencies, and sustainable practices
- Breeding programs that deliver:
  - Pest and disease free and resistant crops
  - Crops resistant to abiotic stresses related to climate and soils
- Productive, large-scale commercial farms with highly skilled management
- Advanced and integrated export supply chains

Horticulture: future directions

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SYSTEMS AND DATA

- Information platforms for analysis and measurement
- Delivering real-time domestic and global market and supply data

EXPORT MARKETS

- Farm gate profitability relies on export efficiencies – shift from current domestic focus
- Export markets will have significant growth potential – Australia will have an export advantage
- Products and practices driven by consumer tastes within global growth markets

Horticulture: future directions

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NICHE PRODUCTS

- Developing world class, niche produce
- Establishing high value, target markets – domestic and export
- Organics – fast growing niche category
- High quality, high value add small producers

Australia as an innovation hub that the world looks to

Horticulture: future directions

TEAM AUSTRALIA

- National brand marketing
- United approach
- Strong brands associated with quality, safety, and novelty
- Chile and NZ markets – strong growth through exports – NZ $7b and growing, $20b target by 2020

Thank you

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