

2023-2027 PRACTICE CHANGE STRATEGIES

| PRACTICE CHANGE AREA | OPPORTUNITY STATEMENT AND PRACTICE CHANGE STRATEGIES |
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| 1. Export Protocol Management | <p>Maximise the proportion of Australian avocados able to be directed to export markets by transferring knowledge of protocol requirements and driving adoption of protocol requirements for export markets ●●</p> <p>1.1 Transfer knowledge of the key components and steps to meeting export protocol requirements</p> <p>1.2 Drive adoption of export protocols by providing practical industry information and support during implementation</p> |
| 2. Domestic Retail Quality Management | <p>Reduce quality issues in domestic retail supply chains by developing and implementing strategic practice change initiatives that result in improvements in the proportion of fruit quality meeting consumer expectations ●●</p> <p>2.1 Provide quality management training resources that are effective in relation to the dynamics of retail store staff</p> <p>2.2 Improve consumer understanding of selection and handling that maintains quality at point of sale and through to point of consumption</p> <p>2.3 Build stronger relationships and initiatives between major retailers and other key industry stakeholders to work collaboratively on quality improvement</p> <p>2.4 Maintain access to and engagement with category quality and consumer insights</p> |
| 3. Disease Management | <p>Maximise the efficacy and sustainability of orchard disease management by developing and driving adoption of current knowledge of best practice ●●●</p> <p>3.1 Increase industry capacity to accurately identify diseases</p> <p>3.2 Improve spray management skills</p> <p>3.3 Ensure adoption of more effective management of Phytophthora and Anthracnose</p> |
| 4. Export Business Skill Development | <p>Enable the development of long-term commitments to export markets by identifying and transferring knowledge of the core elements and benefits of developing and maintaining long term export market commitments ●●</p> <p>4.1 Increase industry knowledge of the requirements in developing export markets</p> <p>4.2 Build industry capacity for maintaining long term export market commitments – including the development of key industry networks and business planning</p> |
| 5. Quality Monitoring and Communications (Export) | <p>Optimise export supply chain quality management by monitoring and communicating supply chain performance to identify weaknesses and drive adoption of improved practices ●●</p> <p>5.1 Increase industry knowledge and skill in best practice quality management in export supply chains</p> <p>5.2 Provide a framework for industry to collectively meet export market quality requirements</p> <p>5.3 Facilitate quality monitoring and feedback mechanisms to meet export market quality requirements</p> |
| 6. Export MRL Management | <p>Maximise the food safety reputation of Australian avocados in export markets by ensuring compliance with MRL requirements ●●</p> <p>6.1 Facilitate best practice MRL management, including how to monitor and respond to compliance issues</p> <p>6.2 Develop and drive adoption of tools to monitor up-to-date export market MRL requirements</p> |
| 7. Crop and Supply Forecasting Skill Development | <p>Increase the value of industry data to individual businesses and industry by maximising the accuracy of crop and supply forecasting ●●●</p> <p>7.1 Increase participation in industry data systems, including the level of rigour and timeliness of crop and supply forecast data</p> <p>7.2 Ensure ongoing use of industry data to support business decisions</p> |

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| 8. Management of Fruit Robustness | Increase fruit quality by increasing adoption of management practices that produce more robust fruit ●●● |
| | 8.1 Increase knowledge of the factors that influence fruit robustness and means of testing |
| | 8.2 Inform and skill industry with strategies to increase fruit robustness |
| | 8.3 Ensure industry awareness of the impact of fruit robustness on supply chain performance |
| | 8.4 Ensure industry awareness of the impact of poor fruit robustness on market demand |
| 9. Nutrition Management | Maximising efficacy and sustainability of orchard nutrition management by ensuring adoption of current best practice ●●● |
| | 9.1 Increase knowledge of alternative sources of nutrition and organic matter |
| | 9.2 Drive adoption of best practice elemental fertiliser management and the strategic use of nitrogen |
| | 9.3 Improve understanding of the importance of silicon and molybdenum |
| | 9.4 Drive adoption of best practice in soil and leaf analysis and alternative sampling methods |
| 10. Quality Monitoring and Communications (Packer Onwards) | Optimise supply chain quality management by monitoring and communicating supply chain performance to identify weaknesses and drive adoption of improved practices ●● |
| | 10.1 Improve knowledge of the causes and impacts of quality issues - including the effect of common best practice compromises |
| | 10.2 Drive adoption of tools for monitoring and communicating fruit quality |
| | 10.3 Increase accountability and corrective responses to quality issues by facilitating monitoring, and intervention and review processes |
| 11. Pest Management | Maximise the efficacy and sustainability of orchard pest management by developing and driving adoption of current knowledge of best practice pest management ●●● |
| | 11.1 Increase industry knowledge and skill in the management of spotting bug, citrus blossom bug and six spotted mite |
| | 11.2 Improve spray application management skills |
| | 11.3 Increase industry adoption of integrated pest management (IPM) |
| 12. Management of Irregular and Alternate Bearing | Improve management of irregular and alternate bearing by adoption of integrated management strategies ●● |
| | 12.1 Drive adoption of best practice in adjusting N rates according to fruit set |
| | 12.2 Increase knowledge and skill in the measurement and interpretation of carbohydrate levels |
| | 12.3 Drive adoption of improved management practices across a range of factors that can influence irregular and alternate bearing |
| 13. Postharvest Temperature Management | Optimise supply chain quality management by improving temperature management from harvest to point of purchase ●● |
| | 13.1 Increase industry understanding of the causes and impact of poor fruit temperature management |
| | 13.2 Develop and communicate recommendations and strategies for effective fruit temperature management in domestic and export – including cost benefit interrelationships and any regional infrastructural shortfalls |
| | 13.3 Drive awareness of the impact of dispatched consignment temperature on supply chain performance |
| | 13.4 Identify opportunities for further improvement in post-harvest practices, freight management and ripening and post-ripening management |

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| 14. Labour Management | Increase efficiencies in labour management (cost and performance) by increased industry knowledge and connections to labour services ●● 14.1 Identify and communicate strategies for increasing production and packing labour-related efficiencies 14.2 Support service providers and industry groups to work with growers and packers on strategies to source required labour |
| 15. Pollination Management | Maximise the efficacy of orchard pollination by driving adoption of current best practice flower pollination management ● 15.1 Improve understanding of how to maximise pollination events by manipulating flower timing, choice of variety, and use of pollinisers 15.2 Increase knowledge and drive adoption of practices that will reduce broad spectrum pyrethroid use and promote pollinator diversity |
| 16. Quality Monitoring and Communications (On Farm) | Optimise quality management on farm by driving adoption of best management production, harvest and postharvest practices and effective communication between packshed and grower ●● 16.1 Improved accuracy and consistency in maturity monitoring 16.2 Provide industry standards for measurement and communication of on-farm and pack shed quality monitoring and benchmarking 16.3 Facilitate improved supply chain partner feedback and traceback processes – and capabilities for stakeholder response |
| 17. Management of Domestic Category Supply Dynamics | Enable key supply chain stakeholders in domestic retail and in food service to optimise their management of the avocado category ●● 17.1 Improve the availability and accuracy of industry data that will allow greater efficiencies in category management 17.2 Facilitate a collaborative and strategic approach to the management of category supply |
| 18. Propagation Practices | Improve performance of new orchards by facilitating industry access to high quality nursery stock ● 18.1 Ensure industry has access to updated information on available rootstocks and varieties 18.2 Improve industry awareness of what constitutes good nursery stock |
| 19. Environmental Sustainability Practices | Drive adoption of industry recommendations and opportunities to maximise orchard sustainability by engaging with relevant programs and initiatives and promoting industry advances ●● 19.1 Leverage related industry strategies that improve industry knowledge of practices that can reduce the amounts of inputs applied 19.2 Champion stakeholders that are adopting beneficial sustainability management practices |
| 20. Irrigation Management | Maximise the efficacy and sustainability of orchard irrigation management by driving adoption of current best practice ● 20.1 Drive awareness of advances in irrigation design and management to increase efficiencies in relation to the cost, quality and availability of water 20.2 Increase knowledge and skill in the selection and use of soil and plant moisture monitoring equipment 20.3 Improve industry understanding of the irrigation needs of avocado trees |

● 90% of consignments meeting industry targets for fruit quality, with <10% internal defects

● Annual industry exports more than 20,000t

● Average industry marketable yield more than 10t/ha

● 80% of industry participating in 5 business management capability services per year relative to their stakeholder type