

WA Citrus Industry Strategic Plan 2015-2030

Action Plan: V2 19-12-14

VISION

The WA Citrus Industry will be a progressive industry which is profitable and sustainable because its consumers prefer and appreciate the taste of fresh WA grown citrus fruit.

OBJECTIVES

- Increase consumption of WA citrus by 10% per person.
- Achieve price premiums for WA citrus in the domestic market.
- By 2017 have an export development plan established.
- Achieve first grade pack out rates of 65% and better.
- Improve profitability with best practice adoption across the industry.
- Maintain zero losses of fruit from biosecurity issues.

STRATEGIES

1. Grow consumption of WA citrus fruit.	2. Identify and implement production efficiencies for profitability growth.	3. Invest in quality improvements and product development.	4. Investigate collaborative marketing to achieve scale and market presence.	5. Lead a responsive and innovative industry that rewards FFS members.
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TACTICS

<ol style="list-style-type: none"> 1. Determine the methodology to set and report on the Objectives. Annually in March. 2. Drive quality improvements with a shorter supply chain to meet consumer taste expectations of fresh local fruit. Work with agents and retailers to reduce storage time of citrus fruit and promote freshness and taste. 3. Develop a marketing campaign aimed at WA-grown and buy local, segment the market to use direct and effective tactics, use 'local hero' growers to promote. 4. Plan and invest in a proactive social media program. 5. Secure collaborative funding to support marketing activities. 6. Work with all sectors of industry to market WA citrus 	<ol style="list-style-type: none"> 1. Establish citrus benchmarking to track orchard, pack house, market and retail efficiency, quality and product management and financial performance, using data from across the chain to drive profitable change 2. Create opportunity for growers to assess their business and proactively plan for the future. 3. Review orchard best practice and promote agronomic practices that improve quality. 4. Identify labour and skills services and efficiencies in the WA industry. 5. Actively pursue and capitalise on new variety IP with production and market potential. 6. Access and utilise the national citrus census data to design and evaluate local initiatives. 	<ol style="list-style-type: none"> 1. Engage all parts of the value chain to look for opportunities to improve production efficiencies. 2. Continue to invest in quality testing and raising standards. 3. Facilitate a pack house reference group to more tightly manage minimum standards and improve the consistency of pack outs to reduce the flow of seconds onto the market. 4. Investigate innovations in packaging for consumer convenience and appeal. 5. Drive waste management and value adding innovations to divert low grade fruit from the markets. 	<ol style="list-style-type: none"> 1. Investigate and advance innovations in marketing. Learn from other commodities. 2. Assist members to improve their agent/grower relationships with transparency, information flow, consistency, feedback, industry engagement. 3. Improve access to export markets by addressing costs and disincentives that create barriers. Led by larger growers, with opportunity for others to achieve volumes. 4. Identify opportunities for growers to achieve efficiencies through collaborative marketing. 	<ol style="list-style-type: none"> 1. Lead a revitalised industry body that advocates for industry advancement, represents the citrus industry, engages the whole value chain and works together to manage change. 2. Access and manage alternative funding to enable industry development and promotion. 3. Build and maintain the industry database to support grower communication, forecasting and marketing initiatives, and to manage biosecurity. 4. Manage the citrus industry biosecurity plan, and plan to deal with any incursion. 5. Continue to secure influence in our national levy investment and marketing programs e.g. Citrus Australia, HIA Ltd. 6. Build a strong relationship and engagement with our members, and develop practical e-capacity to communicate effectively.
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