

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

1. Increase consumption of WA citrus by 10% per person.
2. Achieve price premiums for WA citrus in the domestic market.
3. Export 25% of citrus fruit produced in WA.
4. Achieve first grade pack out rates of at least 65%.
5. Improve profitability with best practice adoption across the industry.
6. Maintain ultra-low losses of fruit from biosecurity issues.

STRATEGIES

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| 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 and develop markets. | 5. Lead a responsive and innovative industry that rewards FFS members. |
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TACTICS

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| <ol style="list-style-type: none"> 1. Determine consumer expectations of local fruit. 2. Develop a marketing campaign aimed at WA-grown and buy local. Segment the market to use direct and effective tactics, use 'local hero' growers. 3. Secure collaborative funding to support marketing activities 4. Investigate and advance innovations in marketing. Learn from other commodities. 5. 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. Nurture collaboration amongst growers for packing of citrus to get the economies of scale. 3. Create opportunity for growers to assess their business and proactively plan for the future. 4. Invest in developing best management practices in the orchard to increase 'Grade One' pack out. 5. Identify labour and skills services and efficiencies in the WA industry. | <ol style="list-style-type: none"> 1. Engage with the industry value chain to ensure product quality consistency. 2. 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. 3. Explore value adding opportunities for composite fruit 4. Drive waste management innovations to divert low grade fruit from the markets. 5. Determine the citrus varieties in production and assist growers with varietal selection to meet future markets. 6. Drive quality improvements with a shorter supply chain 7. Work with agents and retailers to reduce storage time of citrus fruit | <ol style="list-style-type: none"> 1. Assist members to improve relationships with their agent/grower transparency, information flow, consistency, feedback, industry engagement. 2. Improve access to export markets by addressing costs and disincentives that create barriers. Led by larger growers, with opportunity for others to achieve volumes. 3. Investigate collaborative supply/marketing to achieve scale, market presence or efficiencies. | <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. 2. Access and manage alternative funding to enable industry development and promotion. 3. Build capacity and skills of growers to increase the professionalism of the industry. 4. Oversee the state's citrus industry biosecurity plan to maintain ultra-low losses of fruit by reducing biosecurity, phytosanitary and agrichemical related risks. 5. Build a strong relationship and engagement with our members, and communicate effectively. 6. Monitor performance against strategic plan. |
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