

Olive

STRATEGIC INVESTMENT PLAN 2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$2.75 million over the next five years.

OUTCOMES	STRATEGIES
Improved on-farm productivity, sustainability and product quality	Promote world-best practice in grove management to increase productivity and quality
	Promote world-best practice in olive oil production, storage and packaging to maintain quality and increase consumer confidence
	Develop an industrywide system to collect and analyse production data (benchmarking)
	Develop and refine integrated pest and disease management (IPDM) strategies

OUTCOMES	STRATEGIES
Increased demand for Australian olive products within Australia and in key overseas markets	Commission new or re-examine social and economic market research to support domestic and/or export marketing of Australian olive products
	Commission or support, and disseminate, research that demonstrates the health benefits of Australian olive products
	Ensure key industry marketing messages are backed by science and clearly and widely communicated to industry and pipeline customers
Greater skills, capacity and knowledge in the industry	Investigate options to value-add Australian olive products
	Communicate and extend outcomes of industry R&D

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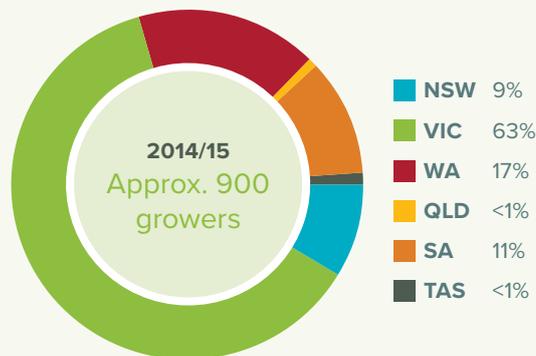
Major opportunities

- Improve access to growing Asian markets
- Continue with important market surveillance work
- Increase promotion
- Undertake technology transfer to improve on-farm production
- Adapt quality, flavour
- Actively fit the quality, flavour and presentation of extra virgin olive oil (EVOO) to match evolving and increasing market demand.

Major challenges

- Lack of regulatory oversight
- Production costs
- Lack of reliable, comprehensive olive statistics.

Industry size and production distribution



Olive supply chain and value 2014/15



DISCLAIMER

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