Industry Snapshot - 2015

South Australia has been producing apples and pears since the 1860's, with over 85% of the crop coming from the lush, rolling hills and pristine environment of the Adelaide Hills. Fruit it also grown in the Riverland and Limestone Coast areas of the state.

The apple and pear industry is a key horticultural industry for South Australia. In 2013/14 the apple and pear industry contributed $331 million to the state's gross food revenue (PIRSA scorecard).

Most orchards are family owned and many run small to medium sized holdings however the industry is a significant employer. It directly employs over 400 people full time in growing, packing and marketing fruit and seasonally an additional 1200 people.

The industry is represented in South Australia by the Apple & Pear Growers Association of South Australia. It also enjoys a strong Co-operative structure, with Lenswood Co-operative packing ~70% of the state's apple crop and other smaller Co-operatives providing storage efficiencies.

The industry enjoys a strong family heritage, with knowledge passed down from generation to generation. It's people are resilient, motivated, innovative and adaptive and early adopters of new techniques. They are also collegiate and work together. They produce a healthy, marketable and essential dietary product in an environmentally friendly manner.

South Australian fruit is renowned for its high quality and the premier growing region of the Adelaide Hills is close to the main market and labour. It is free of many pest and diseases such as fruit fly and provides an excellent growing environment.

The industry is well respected and well supported by suppliers as it implements best growing practices and is the envy of other growing regions.

South Australian Apple & Pear Industry

Strategic Plan 2015-2020

Prepared and delivered by

Apple & Pear Growers Association of South Australia

"Nurturing, informing, advocating and supporting the South Australian apple and pear industry"

Apple and Pear Growers Association of SA. Inc.

SOUTH AUSTRALIA

Prepared with funding support from Regional Development Australia Adelaide Hills Fleurieu & Kangaroo Island and Primary Industries and Regions SA and workshop facilitation by Ag Consulting Co.

Industry Vision

A sustainable, proactive industry driven by passion, professionalism and collaboration.

Our Values

Profitable - our industry is sustainable for generations to come
Innovative - we continue to evolve and adapt
Unity - we share information and work together
Integrity – we show strong leadership
Responsive – to consumer demands and to the environment

By 2020 we are striving for:

Marketing & Quality
- ✓ Leading marketer of new varieties into Asia
- ✓ The most dynamic in-store fruit category
- ✓ Strong consumption of apples and pears
- ✓ Exporting all apple (and pear) products to premium markets
- ✓ Diversifying and value adding, utilizing all of the product we grow
- ✓ Apple and pear producers are held in high regard
- ✓ Delivery of consistent product to consumers that meets their expectations

Financial
- ✓ Profitable down the chain
- ✓ Strong financial returns
- ✓ Attractive to investment

Regulation
- ✓ Reduction in regulations
- ✓ Confidence in direction of local/state government
- ✓ Industry has a high status within government
- ✓ Self-regulated with better access to supportive infrastructure and resources

Collaboration
- ✓ Working collaboratively within SA and across Australia
- ✓ United well-resourced group/organisation

Skills & People
- ✓ Leaders in orchard automation
- ✓ At forefront of world's best practice
- ✓ Training opportunities for future generations
- ✓ Investing in its people at all levels
- ✓ Strong business skills

We will achieve this through the following strategic priorities:

Marketing
Develop and implement a market access plan to open up new markets and gain better access to existing markets.

Leading
Setting clear priorities and providing industry leadership through input from the grower body, and those with marketing, financial and media expertise

Developing
Accessing industry development grants for growers and packers and providing industry development support

Advocating
Through educating the consumer and seeking to understand their needs, social media strategies and implementing a communications strategy to lobby support from both government and the consumer

Sustainability
Ensuring a sustainable industry into the future

Implemented by a series of 12 month action plans developed by the Apple & Pear Growers Association of South Australia.