

2013 Australian Conference

- CRITICAL MASS OF AUSTRALIAN INDUSTRY
- BENEFITS OF AUSTRALIAN INDUSTRY
 - MEDITERRANEAN CLIMATE
 - SUBSTANTIAL INFRASTRUCTURE
 - CENTRALISED TRANSPORT HUB
 - WATER SECURITY



State of the Industry

- PLANTING SURVEY
- 2015 CROP
 - SEASONAL CONDITIONS
 - TONNES
 - QUALITY



Australian Prune Exports

- SUNSWEET
- 2014 TRIAL
- VARIETIES
- LOGISTICS



2015 Exports Benefits

- 17-20% OF AUSTRALIA'S CROP
- BENEFITS TO THE AUSTRALIAN INDUSTRY
 - INCREASED GROWER RETURNS
 - GROWER MARKETING OPTIONS
 - LOCAL INNOVATION



Short term Concerns

- SUPPLY FOR LOCAL PROCESSORS?
- AUSTRALIAN GROWN PRODUCT IN THE MARKET
- INDUSTRY FRAGMENTATION
- LEVIES – APIA
 - IPA
 - R & D



Australian Industry Growth

- MORE THAN A COTTAGE INDUSTRY
- POTENTIAL NEW GROWERS
- NEW PLANTINGS
- PRUNES VS NUTS
- THE "DON'T PLANT " MESSAGE
- THE IMPORTANCE OF QUALITY



Promotion

- REFOCUS
- LONG TERM STRATEGY
- "TRUE AUSSIE" BRAND
- INDUSTRY DEVELOPMENT OFFICER



Where to from here?

- CONTROLLED SUSTAINABLE GROWTH
- QUALITY
- PROFITABLE MARKETS
- NEW MARKETS
- HIGHER MARGINS TO GROWERS



What we need to work on

- PROMOTION
- COST REDUCTION
- VARIETIES AND ROOT STOCKS
- QUALITY
- PROFITABILITY

