

Project 5 Industry development



The objective is to ensure the industry is equipped with models and practices to meet the challenge to increase by almost threefold its value by 2035, compared to Business as Usual.

This requires the industry to develop industry models and systems which collect and share data, insights and benchmarking.

This project underpins all of the other projects.

5.1 information management

5.2 crop forecasting and labour requirement modelling

5.3 benchmarking

5.4 new investment

5.5 new technology uptake

Project 5 Industry development



5.1 Information management

- will develop innovative systems to collect and provide rapid, up-to-date information to growers and all parts of the supply chain.
- will ensure that:
 - there will be the development and effective implementation of tools to disseminate the outcomes of research beyond traditional communication outlets
 - establish a positive social media presence to communicate with consumers, ensuring that information is accurate and maintained
 - there will be development of resources and educational tools to assist in the promotion of summerfruit.

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
5.1	Information management							
	5.1.1 Assess/survey information needs in industry	✓	✓					
	5.1.2 Design and trial new IT tools and systems		✓	✓	✓	✓		
	5.1.3 Design generic promotional material			✓	✓	✓		

Project 5 Industry development

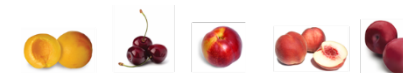


5.2 Crop forecasting and labour requirement modelling

- will develop systems for reliable crop forecasting
 - new models and systems for orchard imaging
 - new models of crop forecasting
 - crop forecasting achieved to within 10% of final outputs
 - more effective planning across the industry for crop management including labour needs
- industry trials will be carried out

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
5.2	Crop forecasting and labour requirement modelling							
	5.2.1 Review current systems	✓	✓					
	5.2.2 Design new options for current and high performance systems		✓	✓				
	5.2.3 Trial new options			✓	✓		✓	✓

Project 5 Industry development



5.3 Benchmarking

- will develop interactive systems to enable growers to benchmark and compare performance. By this the industry will build on the top 10% of current practice and leave old systems behind.
- In some situations, some industry participants may wish to take higher risks (with consequent higher returns, relative to others, if successful). It is important to ensure that there is a facility to create these ‘clubs of interest’ through Summerfruit NZ.

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
5.3 Benchmarking								
5.3.1	Review current summerfruit systems and other crops	✓	✓					
5.3.2	Design and trial new processes and IT systems		✓	✓	✓			
5.3.3	Develop clubs of interest			✓	✓	✓	✓	✓

Project 5 Industry development



5.4 New investment

- will prepare financial production models to inform new investment. The models will cover;
 - land and orchard costs
 - capex and packhouse costs
 - labour related costs such as accommodation for seasonal labour
- the models will be actively disseminated throughout the industry

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
5.4 New investment								
5.4.1	Integrate impacts of all new systems		✓	✓	✓	✓		
5.4.2	Analysis of information needs for new investment			✓	✓	✓	✓	
5.4.3	Design prospectus and financial models				✓	✓	✓	
5.4.4	Develop support programme for new investment					✓	✓	✓

Project 5 Industry development



5.5 New technology uptake

- A better understanding of how technology is used by industry participants, and how they go about adopting technology, is crucial for industry success.
- The purpose of the approach is to:
 - be proactive about prompting innovative action
 - demonstrate where innovation is successful (from whatever part of the marketing chain)
 - disseminate successful innovation as fast as practicable
 - provide the information to industry in multiple formats to improve implementation and rapid uptake

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
5.5 New technology uptake								
5.5.1	Review current industry adoption rates and identify gaps	✓	✓					
5.5.2	Design enhanced models for better adoption		✓	✓				
5.5.3	Trial new models for enhanced adoption			✓	✓	✓	✓	✓

Project 5 Industry development



Outputs

- Information will be available to those who need it, when they need it, how they need it.
- Best practice guidelines developed across the supply chain.
- New interactive industry systems for data management and benchmarking.
- Innovative and informed industry.
- Increased returns for grower, packer and exporter.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Budget(000)	\$346	\$381	\$390	\$395	\$400	\$409	\$427
Total overall budget (000)						\$2,750	