

Plan Of Operations

2003 – 2006

The Victorian strawberry industry must work towards a clear vision and set of priorities to drive investment in strawberry research and development.

The industry also faces increasing competition for the key resources of land and water from other agricultural industries, urban development and environmental uses.

There is a continuing need to improve the efficiency with which these scarce resources are used.

There is a need for the industry to be proactive in its management of resource use and take a leading role in the development of environmental management systems, risk management programs and marketing initiatives to capture premiums for 'clean green' production.

Our Mission

To foster the development of a profitable strawberry industry by:

- . improving the quality of produce through a coordinated research and development plan;
- . increase consumption of Victorian strawberries by a coordinated industry marketing campaign;
- . to continue and to ensure that Victoria is the number one strawberry state.

The Victorian industry needs a strategy to facilitate co-investment in research projects. A short and long term vision for R&D in the state needs to be developed along with a priority list of research needs.

Successful marketing of such a strategy could lead to a dramatic increase in the level of R&D funding invested in Victorian Strawberry industry.

The industry aims to:

- . adopt a universally accepted set of quality standards and improve its quality, consistency and grading;
- . educate producers, markets and consumers about quality and explore data marketing/labelling options;
- . identify causes of poor quality and develop solutions to improve quality;
- . develop quality and price standards with supermarkets and provide incentives for store managers and/or training;
- . commence joint chain management research;
- . have a more unified voice and better profile to improve its overall position in a competitive marketplace
and encourage leadership within the industry;
- . bring the VSIDC and the VSGA closer together;

To remain profitable and sustainable in an increasingly competitive marketplace, farm businesses must:

- . improve their business management skills;
- . remain innovative;
- . collect reliable industry statistics and develop an industry position paper outlining the production, economic, social, environmental, and employment impacts of the industry, and
- . establish reliable market communication, ie - volume, quality, availability and price.