

# Berries Australia Strategic Plan

## STRATEGIC PLAN 2022–2025



PRIORITIES	<p><b>SUCCESS IN DOMESTIC &amp; OVERSEAS MARKETS</b></p>	<p><b>MORE RESILIENT BERRY BUSINESSES</b></p>	<p><b>A RELIABLE WORKFORCE FOR BERRIES ACROSS ALL SKILL LEVELS</b></p>
GOALS	<p>Improved access to high-value export markets &amp; increased domestic consumption</p>	<p>Berry businesses that are more profitable, resilient, &amp; innovative in managing price &amp; cost volatility</p>	<p>A reliable, fit for purpose workforce &amp; an industry that provides clear development pathways &amp; fosters a safe work culture</p>
OUTCOMES	<p>Australian berries are valued around the world as a premium product</p>	<p>The industry utilises modern business planning &amp; management tools</p>	<p>Greater awareness of Australian berry as an attractive industry with rewarding careers</p>
	<p>A favourable policy &amp; regulatory environment developed through cultivation of key networks &amp; evidence-based policy positions</p>	<p>Clear &amp; understood drivers of berry farm profitability &amp; productivity</p>	<p>Clear &amp; supported skills development &amp; career pathways for business owners &amp; employees</p>
	<p>Market access to high value markets is prioritised &amp; supported by effective R&amp;D</p>	<p>Clear &amp; well communicated quality standards</p>	<p>Access to capable &amp; skilled farm employees &amp; service providers</p>
	<p>Access to trusted market insights that inform decision-making</p>	<p>Expanded range of risk management tools for price &amp; cost volatility</p>	<p>Access to a reliable seasonal workforce</p>
	<p>Effective marketing campaign that increases domestic consumption of berries without compromising price</p>		<p>Clear understanding of workforce obligations &amp; uptake of third-party ethical sourcing programs to demonstrate compliance</p>

**Berries Australia has recently completed a strategic planning process as part of creating a vision for the future of the Australian berries industry.**

**The summary of that Strategic Plan can be found [here](#).**

**The full version can be downloaded from the website at [bit.ly/BA-Strat-Plan](https://bit.ly/BA-Strat-Plan)**

<b>STRATEGIC PLAN 2022–2025</b>			 <b>berries AUSTRALIA</b>
<b>STRONG COMMUNITY SUPPORT FOR BERRIES</b>	<b>EFFECTIVE NATURAL RESOURCE MANAGEMENT</b>	<b>AN INNOVATIVE &amp; RESPONSIVE GROWER ORGANISATION</b>	<b>PRIORITIES</b>
<b>Enhanced trust &amp; value in the Australian berry industry, farmers &amp; products</b>	<b>Profitable farm businesses that adapt to the changing natural environment &amp; provide good stewardship of resources</b>	<b>An organisation that is grower-focused, with talented people who embrace innovative thinking &amp; decisive action</b>	<b>GOALS</b>
The Australian berry industry is trusted & accepted by the community	Greater ability to manage off-farm impacts	Berries Australia delivers back to the levy payers with investments that align with grower priorities both directly & through Hort Innovation	<b>OUTCOMES</b>
Australian berries are valued for superior health & nutrition benefits	Efficient & profitable use of land, water, carbon & energy resources which nurtures & sustains the natural environment in a changing climate	Berries Australia is a strong, well-respected voice for industry that leverages our networks to deliver policy outcomes for the berry industry	
The Australian berry industry is committed to the ethical treatment of workers	Appropriate use of chemicals	Berries Australia communicates effectively with our members across all of the Peak Industry Bodies	
The Australian berry industry is committed to the production of high-quality safe food	Proactive management of biosecurity risks	Berries Australia has good people, effective & transparent management of resources & is financially stable	
Planning frameworks support industry to reach its potential	Proactive management of food safety risks & development of a food safety culture	Berries Australia provides evidence-based input into government consultation processes to progress the interests of our industry	