

Driving the Future of Berry Industry Investments: Why SHIFt Matters

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Imagine an investment system that truly reflects your needs as a grower. One that adapts to change, delivers real outcomes, and keeps your voice at the centre of decision-making. That's exactly what Hort Innovation is building with the Strategic Horticulture Investment Framework (SHIFt).

This new framework is more than a plan, it is a bold step toward transforming how research, development, and marketing investments are shaped beyond 2026. Developed in partnership with industry and informed by feedback from over 400 stakeholders, SHIFt is designed to create a simpler, more transparent, and flexible approach to investment planning.

Why Change Now?

The current Strategic Investment Plans (SIPs) have guided levy investments for years, but they expire on June 30, 2026. This milestone offers a unique opportunity to re-think the system and introduce a model that is ambitious, effective, and future-ready.

Through SHIFt, Hort Innovation aims to:

- Deliver greater impact and value for the industry
- Simplify planning and reporting for clarity and efficiency
- Deepen engagement with growers and stakeholders to ensure priorities align with real-world needs

What Does This Mean for Berry Growers?

For berry growers, SHIFt promises a planning system that is responsive, and results driven. It is about creating a framework that adapts to evolving challenges and opportunities, ensuring that every investment counts.

The new strategic plan for the berry industry is scheduled for release in June 2026, supported by clear dashboards and timelines to keep progress visible and transparent.

Your Voice Matters

Industry consultation is the cornerstone of SHIFt. Hort Innovation is inviting berry growers to share their insights and help shape the priorities for the next five years. A short survey has been created to capture your feedback, and your input will directly influence the strategic objectives and initiatives that guide future investments.

Be Part of the Change

This is your chance to make a real impact on the future of the berry industry. By participating in the consultation process, you ensure that the next generation of investment plans reflects your needs and ambitions. Don't miss the opportunity to have your say, your perspective matters, and together we can build a stronger, more innovative industry.

Complete the survey by scanning this QR code or visit bit.ly/BA-SHIFt-Survey



**Hort
Innovation**

How the Australian horticulture levy system works

Hort Innovation advances Australia's \$16.3 billion horticulture industry by investing in research and development, marketing and trade to build a prosperous and sustainable future for growers. We partner with Australian and international co-investors including government, leading science, technology and consumer strategy experts to anticipate future challenges and opportunities. Our role is to capture value from the investments we make to benefit all levy payers.

