



Know-how for Horticulture™

## INDUSTRY CALL – OCTOBER 2009

### 2010/11 INDUSTRY PRIORITIES SUMMARY

INDUSTRY NAME: **Summerfruit**

INDUSTRY CODE: **SF**

<b>ID Code</b>	<b>Research Area</b>	<b>Industry Objective/ Strategy</b>	<b>Description</b>
<i>Priority number , not priority order</i>	<i>Select from standard Research Areas in list below</i>	<i>Use relevant strategic grouping from specific industry strategic plan</i>	<i>Describe the intended outcome and/or the key activities required</i>
1	<ul style="list-style-type: none"> <li>• Market Access</li> <li>• Market development</li> </ul>	Increase export volumes through R&D and improved market access	<p><u>Market access</u> (both domestic and international) is a major research priority for the summerfruit industry.</p> <p>Research proposals should focus on priority markets and should aim to address the biosecurity/quarantine or phytosanitary inhibitors to market access. The research must seek to develop or maintain commercially viable market access protocols.</p> <p>Researchers should contact the Summerfruit Australia Limited CEO, John Moore (02 60416641) and/or the HAL Office of Horticultural Market Access coordinator, Rob Duthie (02 62867151) to ensure that research is well directed.</p>
2	<ul style="list-style-type: none"> <li>• Consumer research</li> <li>• Market development</li> <li>• Supply Chain</li> </ul>	Increase domestic per capita consumption	<p><u>Market development</u> refers to activities/research that assist the industry to grow its position (demand) in both domestic and export markets.</p> <p>Examples of activities that might be included are: fruit quality improvement; supply chain improvement; new product development; market research; and so on.</p>

### **Levy funded projects**

The summerfruit industry is accepting project proposals submitted through the HAL Industry Call. Funding is available for projects that directly address the industry's key research priorities as described above.

Researchers are asked to conduct a thorough literature review prior to submitting new proposals as the industry is keen to ensure that new projects do not replicate, but build upon previous work.

Researchers are also strongly encouraged to contact the HAL industry services manager and/or members of the Industry Advisory Committee prior to developing their proposals so as to ensure that the research meets the needs of the industry.

### **Voluntary Contribution funded projects**

Projects funded with voluntary contributions (refer to HAL website [www.horticulture.com.au](http://www.horticulture.com.au) for further information on funding mechanisms) will also be considered by the industry advisory committee in the 2010/11 Industry Call.

Researchers should contact Summerfruit Australia Limited CEO, John Moore (02 60416641) or Will Gordon (details below) for further information on the industry's strategic direction in order to ensure that R&D proposals are in line with the industry's investment priorities and are best positioned to receive funding.

Will Gordon  
Industry Services Manager  
T: 03 9909 7543  
M: 0427 920924  
E [will.gordon@horticulture.com.au](mailto:will.gordon@horticulture.com.au)