

WA Pome Fruit Industry Strategic Plan 2026–30

Vision



A profitable and sustainable Western Australian pome fruit industry meeting market requirements and consistently satisfying customers with high quality fruit.

Mission

Working in partnership with stakeholders to provide industry leadership, strategic direction and innovative solutions to support a profitable and sustainable Western Australian pome fruit industry.

Objectives

Improve WA apple and pear productivity and profitability by achieving:

	55t/ha yield	75% class 1 packout	\$110 spend/ household/year	15% class 1 long-term export target
	4,750t yield	\$20 spend/ household/year		

Strategies



1 Productivity & Profitability

Improve capability and capacity to build your profitable 'Future Orchard'.



2 Market Development

Drive domestic consumption and develop export opportunities for future WA industry security.



3 Supply Chain Improvement

Identify and manage WA supply chain inefficiencies.



4 Climate Resilience & Environmental Sustainability

Build grower resilience to the impacts of climate change and drive the industry to a more environmentally sustainable future.



5 Industry Leadership

Provide industry leadership with unity and purpose, and attract funding to deliver the plan.

Tactics

- **MANAGE** increasingly complex biosecurity issues with investment in the *WA Pome Fruit Biosecurity Strategic Plan*.
- **PROMOTE** commercially available and cost-effective new technologies to drive productivity improvements.
- **WORK** to the *WA Pome Fruit Industry R&D Plan* to maximise orchard productivity and lower the costs of production.
- **SUPPORT** grower capacity and capability building initiatives which will improve decision making, drive profitability, and manage risk.

- **ACTIVELY** work to build profitable market opportunities within the beverage and juicing sectors to drive demand for non-first grade fruit.
- **DEVELOP** and deliver an *Apple and Pear Marketing Strategy* for the WA market in collaboration with stakeholders including Hort Innovation
- **WORK** with key stakeholders including APAL, Hort Innovation, Austrade and DPIRD to build grower export capability and market readiness.

- **WORK** with stakeholders across the WA supply chain to ensure consumers consistently receive quality fruit.
- **DETERMINE** the effect of quality on profitability, price, visibility and trust from the retailer's perspective.
- **IDENTIFY** levels of waste creation across the value chain and opportunities for value-adding to non-first grade fruit.
- **UNDERTAKE** a baseline analysis of the supply chain structure in WA and flow of consumer spend.

- **ENGAGE** with the DPIRD Apple Breeding Program for a shared pathway toward more commercially attractive and resilient varieties which have improved drought, heat and chill tolerance.
- **DRIVE** awareness and adoption of proven extreme weather and drought resilience measures.
- **SUPPORT** growers to efficiently measure and monitor their environmental impact and performance.

- **DELIVER** proactive leadership to improve the WA apple and pear industry's unity and cohesion and manage Pomewest with sound governance.
- **CULTIVATE** more productive relationships with APAL and Hort Innovation to achieve greater support for WA project investment.
- **ACTIVELY** engage with stakeholders to raise awareness of industry issues and provide an industry perspective on WA pome fruit industry issues with industry data and information.
- **DEVELOP** and test a model for a key profitability indicator for use by industry.