

What sustainability may look like for the Australian berry industry

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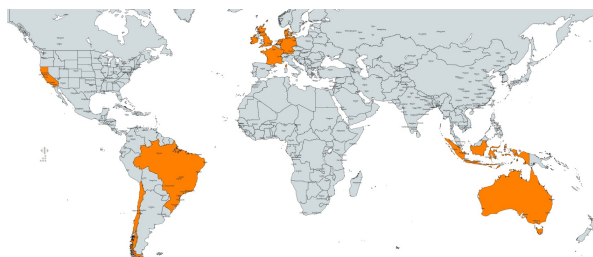
Research Purpose

- **Objective 1:** Gain an understanding of what mature berry industries look like and assess if there are learnings for the Australian berry industry as it approaches maturity.
- **Objective 2:** To explore emerging agronomic management tools and trends and investigate opportunities for the Australian berry industry
- **Objective 3:** To build an understanding of what sustainability means for businesses operating in mature berry regions
- **Objective 4:** Consider how sustainable change is achieved on a business or industry level and extract learnings for the Australian berry industry.

Key Learnings

- Sustainability is not one size fits all and the goals will be different between regions
- Strong relationships through the supply chain are necessary to make sound sustainability goal
- Data to make informed decisions is critical. Irrigation equipment is available for precision management, but tools for understanding the impact of growing decisions in the wider environment are lacking.

Travel (Map or Photo)



Case Studies



Recommendations for Industry

- Build relationships in your supply chain and build achievable sustainability goals together. Own the outcomes.
- Biodiversity is important, but mechanisms are lacking to enable growers to understand the ecosystem they operate within. Development of measurement tools are necessary, to assist growers make informed decisions.
- Aim to be constantly improving in fertiliser and water management. Understand what nutrient is lost in the drain and look to minimise waste.
- Collaboration, between growers, in community, in the wider industry and within supply chain will be at the heart of sustainable change

Thank you to my sponsor



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