

AUSTRALIAN WALNUT INDUSTRY ASSOCIATION INC: MARKETING STRATEGIC PROGRAM 2016 — 2021

The purpose of Australian Walnut Industry Association is to represent a progressive and diversified Australian walnut industry, contribute to the industry sustainability and to ensure the production and marketing of high quality products to the consumer

VISION

To ensure that sustainably produced Australian Walnuts are utilised within every Australian home resulting in maximum returns to Australian Walnut producers.

KEY RESULT AREAS

INCREASED PROFITABILITY FOR AUSTRALIAN PRODUCERS	MAXIMISE QUALITY OF AUSTRALIAN WALNUTS	UP TO DATE PRODUCTION TOOLS AVAILABLE	TRANSFER OF INDUSTRY RESEARCH & DEVELOPMENT	WELL RESOURCED INDUSTRY STRUCTURES	VIBRANT AND PROFITABLE WALNUT INDUSTRY
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MARKETING STRATEGIES AND KEY PERFORMANCE INDICATORS

MARKET OPPORTUNITIES	PRODUCT VALUE TO CONSUMERS	EFFICIENT AND SUSTAINABLE SUPPLY CHAIN	SUPPORTIVE MARKETING ENVIRONMENT	TECHNOLOGY TRANSFER	MANAGE THE INDUSTRY EFFECTIVELY
<ul style="list-style-type: none"> • Development of Domestic markets • Expansion of international markets • Expand the value-adding • Quality nuts to the consumer • Accredited nuts in market • Cooperative and Coordinated Marketing strategy 	<ul style="list-style-type: none"> • Implement industry Quality Parameters. • Accredited Producers. • Brand recognition and promotion • Promote Health Benefits • Quality Supply Chain management • Consumer handling programs • Promote the versatility of the product 	<ul style="list-style-type: none"> • Suitable Varieties for consumption • Pest and disease management through the supply chain • Nut storage • Efficient production costs • Manage supply and demand 	<ul style="list-style-type: none"> • Effective marketing program • Food Safety programs • Strong supply and pricing statistic base • Country of Origin labelling • Promotion of health benefits • Recipes • Public Promotions • Crisis Management program 	<ul style="list-style-type: none"> • Effective extension and technology transfer • Effective communication through the supply chain to consumer • Support to ALL growers—small and large • Consumer website • Social media program 	<ul style="list-style-type: none"> • Strong and effective Marketing leadership and voice on industry matters • Well resourced industry based marketing committee • Effective and efficient contribution collection from ALL producers • Collaboration with other like industries in promoting the health benefits