



# In The Field

News for Victorian Vegetable Growers



13 Oct 2011

## Future Vegetable Levy Investment

Over the past month AUSVEG have presented the Draft Strategic Investment Plan to grower meeting around Australia.

A draft plan on how the National Vegetable Levy should be best spent in the future, was outlined to Victorian growers at Werribee and Cranbourne last week.



Growers discuss the Plan at Werribee



Presenter **Greg Spinks** reported that following extensive consultation with Industry, the focus of levy spending had shifted considerably since 2006.

The draft vision for the future directs industry investment into four key categories:

### Consumer Demand – 54% of levy Investment

To increase consumer demand and how much consumers value Australian vegetables by understanding the needs and preferences of consumers and delivering products that best meet consumer's expectations.

**Market Development – 21% of levy Investment**  
Focus on the development of domestic and international markets.

**Productivity – 17% of levy Investment**  
Focus on technological innovations to increase crop yield, build economies of scale and scope, and decrease overall unit costs.

**Resource Use – 8% of levy Investment**  
Focus on increasing grower's capability to protect against environmental threats including climate variability and the spread of pests and diseases.

Growers are encouraged to comment on the draft Strategic Investment Plan which is available from AUSVEG.

Call : (03) 9822 0688

Your Industry Development Officers

**Slobodan Vujovic**

IDO – East

0422 583 784

[idoeast@vgavic.org.au](mailto:idoeast@vgavic.org.au)

**Helena Whitman**

IDO – West

0407 772 299

[idowest@vgavic.org.au](mailto:idowest@vgavic.org.au)

"In The Field" is published by VGA-Victoria  
(Vegetable Growers' Association of Victoria Inc.)

Mail Box 111, Melbourne Markets  
542 Footscray Road, West Melbourne, Vic, 3003

Jointly funded by VGA-Victoria, DPI Victoria and Horticulture Australia Limited



Horticulture Australia

Editor: Tony Imeson,

(t): 03 9687 4707

(f): 03 9687 4723

(m): 0414 458 561

(e): [contact@vgavic.org.au](mailto:contact@vgavic.org.au)

