

Our vision

A prosperous and sustainable Australian horticulture industry built on innovation

Together with our partners, we focus on five key areas to:

Unlock productivity growth and profitability by investing in grower-focused innovation	Increase the value of Australian horticulture by inspiring consumption and driving export success	Bolster capability and readiness by equipping industry with new knowledge, skills and tools for the future	Deliver remarkable service to Australian horticulture through operational excellence	Build a future-ready, high performing team by strengthening leadership, agility and innovation
Priorities 1.1 Improve productivity, reduce reliance on labour, and drive profit margins from paddock to plate through scale, automation, robotics and artificial intelligence – [Technological solutions] 1.2 Enhance production system performance, climate resilience and sustainability through world class management of inputs and resources – [R&D pre and post farmgate, climate and resilience] 1.3 Protect grower profitability by strengthening preparedness and reducing disruption through biosecurity and crop protection solutions – [R&D investment in biosecurity and pest and disease] 1.4 Drive transformational improvements in production by improving yield and quality – [R&D investment in biotechnology, quality and orchard systems]	Priorities 2.1 Motivate more Australians to choose Australian horticulture produce through high-impact, evidence-based domestic marketing – [Domestic marketing campaigns] 2.2 Access and safeguard existing and new markets through leading science – [Market access science] 2.3 Grow and diversify global markets by investing in export capability and international market development – [Export marketing and R&D investment in export capability] 2.4 Inspire consumption across domestic and international markets by building understanding of the long-term value and benefits of horticulture – [Investment in health and wellbeing education and brand Australia communications]	Priorities 3.1 Secure the future of Australian horticulture by building strong industry leadership capability and skills and by attracting talent – [Industry capability] 3.2 Accelerate data-driven decision-making by delivering actionable data and insights as a service – [Data, knowledge and insights] 3.3 Advance innovation uptake at scale by equipping growers with decision-making tools, demonstrations and adoptable commercial solutions – [Practical tools for growers] 3.4 Position the Australian horticulture sector as a fast adopter of AgTech by accelerating the validation and commercial deployment of leading technologies – [Adoption of AgTech]	Priorities 4.1 Maximise impact and scale from every dollar invested by prioritising our partnership with industry and the Australian Government – [Fit for purpose advisory mechanisms and collaboration] 4.2 Elevate stakeholder experience, financial transparency and achieve stronger grower outcomes by modernising the operating model through digitisation – [Business operations] 4.3 Lead a future-ready innovation system and delivery partner network by driving performance, collaboration and impact at scale – [Seek new partners to achieve delivery excellence and cross RDC collaboration] 4.4 Enable quality performance by further strengthening our risk, compliance and governance framework – [Investment governance]	Priorities 5.1 Unlock our team's potential by building on strong leadership – [Leadership and performance] 5.2 Shape the future of work by empowering our people to thrive in a data-driven, digitally enabled workplace – [Digital capability] 5.3 Drive sustained high performance by strengthening connection, clarity and consistency across our teams – [Employee experience] 5.4 Power success now and into the future by growing and aligning talent and capability to our strategy – [Talent and future workforce]

Our role

Our role is to capture value from the investments we make to benefit all levy payers. We advance Australia's horticulture industry by investing in research and development, marketing and trade to build a prosperous and sustainable future for growers.

Our goals

Exports doubled: \$7b export value
Strong partnerships: 75% stakeholder engagement score
Trust in Australian horticulture: 56% of Australian community expressing high trust
Impact for growers: 5:1 benefit-cost ratio
Engaged team: 80% employee engagement score
Innovation adopted at scale: 60% of growers reporting adoption of proven innovation and technology

Our values

- We are future-focused
- We work as one team
- We act with respect and integrity
- We make a positive difference