

FRESHCARE 2030 VISION

Assurance today and a sustainable tomorrow

There has never been a greater time to ensure the ongoing stability and resilience of Australia's agricultural industry in an increasingly complex and dynamic global environment. The industry's challenges and opportunities are the focus of Freshcare's 2030 Vision strategic plan. This plan outlines our roadmap for delivering a sustainable future for Australian producers and, when implemented, will expand access to existing and emerging markets.

Freshcare is focused on supporting the Australian industry to reach its global potential. For over 20 years we have remained one of Australia's only industry developed and operated organisations, providing internationally recognised certification assurance standards for the fresh produce and wine grape industries.

As the largest adopted certification program for fresh produce in Australia, Freshcare currently contributes to the assurance of \$15 billion* of production value across the Australian horticulture sector. The delivery of our 2030 Vision will ensure the sustainability and continual growth of our sector.

Seeding the future, one business at a time, so together we can continue to grow as an industry.

Belinda Hazell
Chairperson

Jane Siebum
Chief Executive Officer

** Figure from Hort Innovation - Australian Horticulture Statistics Handbook 2019/20.*

OUR PURPOSE

To enable global market access to safe, quality and sustainable Australian produce.

OUR VISION

Creating assurance to secure a sustainable future for Australian producers.

OUR GUIDING PRINCIPLES

COLLABORATIVE

We create inclusive partnerships built on mutual respect and trust.

INNOVATIVE

We value new approaches and creativity, helping us provide the best outcomes for our customers.

FLEXIBLE

We are dynamic and adaptable, building resilience for our organisation, growers and stakeholders.

OUR STRATEGIC PILLARS

Our vision will be realised by delivering on our three strategic pillars

GOALS

GETTING THERE

SUCCESS FOR INDUSTRY

Engaged communities



We listen and deliver for our farming communities; they are at the centre of everything we do.



Ensure certified businesses are at the centre of everything we do



Listen and engage with our growers and industry stakeholders

Develop new models of standards delivery and learning

Establishing partnerships to enable certified businesses to reach their desired markets

Create services for new and emerging sectors that support market access

Tailored learning and standards implemented and utilised by industry

Mutually beneficial active partnerships

Increased grower satisfaction with innovation matching

Increase of certified businesses accessing market

Improved communication with growers and industry stakeholders

Expanding partnerships with industry and government

Educate local and global markets on the value of Freshcare certification

Improved understanding of Freshcare and its value to industry

Increased acceptance of Freshcare certified businesses in local and global markets

Leading science & technology



Our products and services are supported by the best available technology and research, building capacity and confidence in the industry.



Deliver innovative industry standards

Tools supporting businesses to achieve certification

Create adaptable standards and resources

Use technology to improve learning and assessment outcomes

Promote tech-savvy farmers as early adopters and industry role models

Identify and protect Freshcare's intellectual property

Integrate and support the use of emerging technology

Accessible 'fit for purpose' Freshcare standards and resources

Reduction in 'time-on-farm' through online service delivery

Product improvements and access to technology by growers and industry

Recognition of certified growers as trusted and valuable businesses

Develop Freshcare brand recognition as trusted, safe Australian product locally and globally

Establish new market opportunities

Expand product offering to increase number of certified growers

Freshcare brand recognition as a trusted partner to industry

Increased certification uptake across industry

Increased percentage of crops, produce and sectors represented in local and global markets

Develop a robust organisation supporting the strength of our people and industry

Build a performance focused organisation committed to delivering Our Purpose

Invest in Freshcare's financial longevity

Diversify revenue streams for reinvestment in our growers and industry

Maintain a governance and ownership model to ensure ongoing ethical and responsible decision making

Seek investment in research and development to ensure Freshcare meets existing and future industry needs

Engaged high-performing team

Improved return on investment and industry revenue

Corporate governance structure representative of a diverse and resilient industry

Growth in research and development grants

Sustainable future



With a commitment to environmental, social and corporate governance, we enable access to new and emerging markets, providing more opportunities for industry growth.

