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Andreasens Green Wholesale Nurseries leverages market insights for strategic planning

In order to continue to grow Australia's greenlife industry it's critical that stakeholders are able to examine and reflect on the challenges and opportunities that the industry faces on a holistic level.

That's the opinion of Brett Sargeant, CEO of Andreasens Green Wholesale Nurseries and a contributor to the Greenlife Analysis Market Report, a resource which pulls together insights from stakeholders from production and retail nurseries, government bodies, industry associations and Hort Innovation to support strategic decision making, at the individual business level and at the industry level.

Funded by Hort Innovation, the report primarily covers four key industry issues including: demand trends, productive workforce, plant biosecurity and water/climate. The issues of government support and technology were covered but seen as less of a priority for industry.

The issues identified were reviewed through Political, Environmental, Social, Technological, Legislative and Economical (PESTLE) standpoints to uncover areas of focus for the industry.

According to Brett, the resulting market commentary report is a great starting point for businesses looking to inform strategic decision making but acknowledged it also provided direction for the broader industry.

"The market analysis report clearly indicates the areas of focus for the industry and businesses. Collaboration between growers and the broader greenlife value chain will be critical in addressing the issues raised in the analysis."

Water security is one of the issues identified within the report which Brett acknowledges has been a major focus for his business in recent times.

"Like many growers, Andreasens Green was affected by the recent drought and water restrictions. One of our nurseries was surrounded in the recent bushfires but we didn't have enough water to pump for firefighting efforts. It was only the great work of the NSW Rural Fire Service that kept the property safe.

"Water security is the highest risk for our business and we continue to work on improving water conservation, recycling, storage and sustainability measures. Our industry and our communities need more support from government to increase water security. This will enable consumers to gain the full benefit of greenlife products, reduce risk for business and drive sustainable growth and development for all."

The market report articulates some of the resources available to growers when it comes to water management and also highlights activities like GIA's sustainability framework and Hort Innovation's R&D projects which aim to shore up the industry's water security.

Biosecurity is another issue which is seen a priority by the panel of contributors and for Andreasens Green, as increased global trade inevitably leads to more foreign pest incursions.

"Incursions can and will happen, and collaboration between greenlife businesses, industry and government is going to be key in mitigating the risk. Government has a key role in minimising the entry of pests and diseases. Controlling entry at our border is the single most important Biosecurity measure that can be taken by government to protect our industry" he said.

The market analysis report demonstrates the decline in government investment but the more active role Greenlife Industry Australia and Hort Innovation are playing in encouraging adoption in best



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management practices.

And whilst self-monitoring and basic quarantining methods are common, the uptake of formal accreditation through the BioSecure HACCP program is recommended by the report.

Brett Sargeant also acknowledged the importance of industry communications to support the biosecurity efforts of the industry.

“Open and transparent communication within our industry is key to improving pest and disease awareness. We also need to bring businesses across the supply chain along the journey and ensure biosecurity is a shared effort.”

A series of levy-funded projects including ‘*National biosecurity and sustainable plant production program*’ (NY20001) and ‘*Resourcing, supporting, and assessing biosecurity in nursery production*’ (NY20000) are underway which aim to support the current biosecurity and plant protection efforts of the entire industry which are acknowledged in the resource.

Brett also indicated that shoring up the productivity of the workforce, a key issue highlighted in the report, was a focus for Andreasens Green.

“As the report points out, the industry is investing in activities that aim to promote greenlife as a valued career choice,” he said.

“But it’s up to individual businesses to give apprentices a good experience and treat them as future leaders of the industry. At Andreasens Green we move our apprentices across all elements of the business from sales, propagation, pre-grow and despatch in order to reinforce the varied career pathways available to participants in the industry.”

According to Brett, the market analysis report will be an invaluable resource for industry stakeholders looking for a holistic picture of the state of the nursery industry.

“The analysis provides a high-level view of the industry and enables business owners and managers to get new perspectives on the challenges facing the industry.

“Importantly it showcases the areas of focus for

industry and government and can help business owners prioritise activities which complement wider industry priorities.”



The analysis was developed by ACIL Allen and was conducted as part of the *Nursery Industry Statistics Project 2019-20* (NY17008).

For more information on the PESTLE analysis head to: <https://www.greenlifeindustry.com.au/communications-centre/greenlife-market-analysis-2021>.

Production nurseries seeking to access a benchmarking tool to measure outcomes against peers can do so here: <https://www.greenlifeindustry.com.au/about/projects-programs/greenlife-statistics-and-research>.

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