

## Greenlife Industry Australia (2020)

### Commercialisation of the Australian Plant Production Standard (APPS) as a platform for transformation of the Australian nursery industry and with a plant biosecurity focus.

The preferred approach would enable Greenlife Industry Australia (GIA) to maximise a return on investment and maximise benefits for participant organisations across the value chain.

Lewis was the evaluation lead for a review of current operations and to identify a preferred pathway for the Australian Plant Production Standard (APPS) and the operating guidelines for the three programs within it being NIASA, EcoHort and BioSecure HACCP to become commercially viable.



This was a formative evaluation that took place during the implementation of APPS, with the aim of improving the project's design and performance. Taking a more forward-leaning and predictive perspective on what is required to make the APPS a commercial ready service system.

APPS was intended to be a Self-sustaining audit and accreditation scheme for certification of production nurseries, greenlife markets and growing media manufacturers to achieve the desired emergent property of maintaining market access and the social license to operate.

The component program parts of the APPS and supply chain participants are intended to work together interdependently as a prerequisite for the emergent outcome of maintaining market access and the social license to operate.

Focused in the interdependence of APPS sub-programs the proxy measure for progress towards the emergent outcome was % APPS Program adoption intensity per business.

This work required a deeper perspective on the drivers either enabling or preventing adoption, whether critical feedback loops are open or closed, and the role of connections and relationships that can facilitate change within the nursery supply chain.