



HCPSL

Herbert Cane Productivity Services Ltd.

STRATEGIC PLAN

2025 - 2027





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MISSION

To facilitate an increase in productivity, profitability, and sustainability within the Herbert sugarcane industry by providing agronomic and technical services.

VISION

To be recognised throughout the Herbert district as the primary independent resource for agronomic advice, extension, and support in regard to the whole sugarcane value chain.

GOALS

Increase sugarcane productivity, profitability and sustainability through sound sugarcane production system.

KEY TARGET AREAS

- KTA1: Clean seed and variety management
- KTA2: General agronomic and industry services
- KTA3: Sustainability and environmental stewardship
- KTA4: Industry capacity building
- KTA5: Stakeholder engagement
- KTA6: Business development



Key Target Areas (KTA).	Strategy
KTA1: Clean seed and variety management	<ol style="list-style-type: none"> 1. Approved (clean) seed provision 2. Variety performance & characteristics
KTA2: General agronomic and industry services	<ol style="list-style-type: none"> 1. Weed, pest and disease advice 2. Nutrition and ameliorant advice 3. Farm drainage design 4. Crop agronomy 5. Fallow crop advice 6. GPS base station network 7. Farming systems advice
KTA3: Sustainability and environmental stewardship	<ol style="list-style-type: none"> 1. Biosecurity 2. Support environmental monitoring specific to cane production in the Herbert 3. Support industry environmental stewardship programs 4. Support sustainable industry specific practices



Key Target Areas (KTA).	Strategy
KTA4: Industry capacity building	<ol style="list-style-type: none"> 1. Education, extension and adoption in the Herbert sugarcane industry. 2. Youth engagement 3. Supporting new graduates 4. Support activities associated with women involved in the industry
KTA5: Stakeholder engagement	<ol style="list-style-type: none"> 1. Engage and work with; <ol style="list-style-type: none"> i. Sugarcane industry groups ii. Research organisations iii. Agri service companies iv. Government and regulatory agencies v. NGO groups
KTA6: Business development	<ol style="list-style-type: none"> 1. Tailored agronomic services 2. Precision agricultural services 3. Agricultural compliance

