

# SERVICE SNAPSHOT

## PRODUCT PERFORMANCE EVALUATION



The Levubu Centre for Excellence provides specialised services to agricultural product holders within the tree nut and avocado production systems. The Centre combines applied research, field validation, insectary-supported laboratory capability and data-driven analysis to generate credible evidence that supports both regulatory submissions and industry adoption.

### Core Capability:

We support product holders through:

- Applied field research under commercial conditions.
- Generation of evidence-based product performance data.
- Strategic positioning of products within production systems.
- Alignment of products with industry needs and Integrated Pest Management frameworks.

### Product performance evaluation

**Focus: Producing credible, evidence-based proof of performance.**

- Design and implementation of field trials under commercial orchard conditions.
- Evaluation of product efficacy across pest, disease, and production scenarios.
- Comparative assessment of products, programmes, and treatment strategies.
- Validation of product performance under varying environmental and management conditions.

### In vitro assays & early-stage screening (insectary-enabled)

**Focus: Supporting proof of concept and product optimisation.**

- Design and implementation of field trials under commercial orchard conditions.
- Evaluation of product efficacy across pest, disease, and production scenarios.
- Comparative assessment of products, programmes, and treatment strategies.
- Validation of product performance under varying environmental and management conditions.

This capability enables rapid, controlled, and cost-effective screening, strengthening product development pipelines and improving the quality of subsequent field trials.

### Product positioning and industry consultation

**Focus: Ensuring relevance, adoption, and optimal use.**

- Consultation with product and registration holders on:
  - Industry needs and priority challenges.
  - Product fits within macadamia and avocado production systems.
  - Strategic positioning within the market.



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