

MEDIA RELEASE  
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## **HIA to establish a robust grower register**

The Australian horticulture sector is heading in a new direction with the new industry services body Horticulture Innovation Australia Limited (HIA) establishing a robust grower register to communicate to its growers and other key shareholders nationwide.

HIA Chairman Selwyn Snell said 2015 was going to be a busy year for HIA, working towards the goal of establishing a strong foundation for the company to best represent the needs of the Australian horticulture sector.

“Working with our members towards a more sustainable and profitable future for the Australian horticulture sector – that is the overall priority for HIA,” Mr Snell said. “Now is the time to become a member of HIA and help make this priority a reality.”

HIA will work in consultation with Australia’s horticulture industries to invest more than \$100 million in research, development and marketing programs that benefit industry and the wider community.

According to CEO John Lloyd, HIA’s membership base will be representative of the full spectrum of Australian horticultural industries across all growing regions.

“There are many benefits in becoming a member, including the opportunity for growers to have a say in the leadership of Australia’s new horticulture RDC,” Mr Lloyd said. “Members will also be invited to attend information forums, field days and workshops held around the country.”

ABC Rural 2014 Farmer of the Year and South Australian apple grower Robert Green said he welcomed HIA as the new grower-owned RDC.

“To maintain the high standard of research and development and marketing programs for the apple and pear industry, HIA will need to consult across industry,” Mr Green said. “Extensive consultation will ensure grower needs are met while at the same time ensure we don’t reinvent the wheel.

“I also look forward to the new grower advisory panels guiding industry investment into R&D and marketing. It is important that continuity of R&D and marketing programs is maintained from the old to the new RDC.”

Membership is open to active business entities participating in horticulture industries including those in growing and harvesting, processing, packing, transporting, marketing, wholesaling, retailing and exporting. Applications can be made online at [www.horticulture.com.au](http://www.horticulture.com.au)

### **Further information**

John Lloyd, Chief Executive Officer  
Horticulture Innovation Australia Limited  
Tel. +61 2 8295 2321  
[john.lloyd@horticulture.com.au](mailto:john.lloyd@horticulture.com.au)  
[www.horticulture.com.au](http://www.horticulture.com.au)

**BACKGROUND**

HIA was established following the acceptance of the recommendations of an independent review of Horticulture Australia Limited (HAL) in 2014 to transition to a grower-owned entity. The financial and other assets of HAL were transferred to HIA under the Horticulture Marketing and Research and Development Services (Transfer of Industry Assets and Liabilities) Regulation 2014.