

Apple and Pear Strategic Investment Advisory Panel meeting summary

Date: 12th -13th March 2018

Location: Hort Innovation Sydney office.

Attendance: SIAP: Scott Dunk, Craig Chester, Robert Green, Kevin Sanders, James Walters, Barney Hyams, David Williams (National Horticulture Research Network). Hort Innovation: Mark Spees, Stuart Burgess, Olivia Grey, Raymond Carbonaro, David Moore, Michael Rogers, Jenny Van de Meeberg, Anthony Kachenko, Ashley Zamek, Adam Briggs, George Revell

Chair: Richard de Vos

Guests: Tristan Kitchener (Kitchener Partners), Sarah Taylor (Independent note taker)

Apologies: Phil Pyke, Peter Hall, John Power

Overview

The apple and pear Strategic Investment Advisory Panel (SIAP) was held on 12 and 13 March, 2018. Panellists utilised the apple and pear Strategic Investment Plan (SIP) 2017-2021 to guide discussion and advice for future investments in marketing, trade, research, development and extension.

The Chair, Richard de Vos, opened proceedings, welcoming all panel members and confirmed meeting objectives, governance and any conflict of interest.

Mark Spees, Relationship Manager, presented an update on Hort Innovation along with status updates on previous minutes from meetings held on the 14th December 2017 and 18th/19th September 2017.

The apple and pear Fund Manager, Stewart Burgess, presented a financial update which included:

- 2017-2018 Levy forecast receipts (R&D, apple marketing and pear marketing)
- 4 year forecast (2018 – 2022) for R&D, apple marketing and pear marketing
- Contracted R&D projects and marketing expenditure 2017-21

Olivia Grey, Marketing Manager presented the following for noting, discussion and advice:

- Recap on marketing actions previous SIAP minutes (Sep & Dec)
- Overview of 2017 campaign (3 Year apple strategy)
- Review results 2017 (Apples)
- Learnings & implications for 2018 campaign (Apples)
- Proposed marketing investment 2018 (Apples)
- Concept: Usage and Attitudes Study for Apples and Pears
- Concept: Apple Consumer Promotion
- Concept: SEO and Content Creation
- Concept: Point of market entry (POME) Schools program (Apples)
- Overview of 2017 campaign (Pears)
- Review results 2017 (Pears)
- Learnings & implications for 2018 campaign (Pears)
- Proposed marketing investment 2018 (Pears)
- Concept: Pear Marketing Campaign 2018
- Concept: Pear 3-year Campaign Research

The panel received a presentation on the current retailer landscape and global trends which assisted discussion around identifying category growth drivers and risks for the apple and pear industry.

The following data and insights concept and project were discussed for discussion, advice and noting:

- Apple and Pear plantings survey to enable long term forecasting.
- MT17015 – Consumer behavioural and retail data for fresh produce.

Michael Rogers, GM of Trade updated the panel on China Market Access (Apples and Pears), Export Readiness & Market Access RFP, Taste Australia and the concept: Export Competitiveness for the apple and pear industry.

Updates were provided on the following R&D projects along with the request for advice:

- Recommendations from the mid-term review of AP17000 Communications Project
- Hort Frontiers Leadership Fund: Horticultural Masterclass update. Concept: Nuffield Scholarship
- Update on Developing Agri-tech solutions for the apple and pear industry
- Xylella fastidiosa.

The following Research, Development and Extension concepts were discussed at length:

- Best practice accreditation scheme for apple and pear growers
- Modernising apple and pear maturity assessment
- Establishment of sites for demonstration of approaches to crop load management
- Parasitoids for the management of fruit flies (Diptera: Tephritidae) in Australia
- Plant Health and pest identifier
- Pilot Sterile Codling Moth Releases
- Improving access to new germplasm
- 10th Australasian Soilborne Disease Symposium sponsorship
- Value-added nutritional ingredients and products from apple pomace & by-product
- Foodservice education in older adult populations

Initial design concepts to re-develop the Hort Innovation web site were presented for advice.

Anyone seeking further information on Hort Innovation's apple and pear investments should note that a full list of projects, together with an overview of the program financials are available on the apple and pear webpage of the Hort Innovation website.

Next steps

- It was advised that several concepts be supported for investment.
- It was advised that Hort Innovation work with corresponding industry reference groups and/or specific growers to assist on scoping request for proposals (RFPs).
- It was agreed that the AP SIAP would meet in June at Hort Connections in 2018 and then again post-harvest in September 2018 and March 2019.

Contact

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