

Apple and pear Strategic Investment Advisory Panel extraordinary meeting summary

Date: December 14, 2017

Location: Teleconference

Attendance: SIAP: Scott Dunk, Craig Chester, Peter Hall, Kevin Sanders, James Walters, John Power, David Williams (National Horticulture Research Network). Hort Innovation: Mark Spees, Stuart Burgess, Monique Emmi, Olivia Grey
Chair: Richard de Vos Guests: Marilyn Young (Minute taker)

Overview

The apple and pear Strategic Investment Advisory Panel (SIAP) held a teleconference on December 14, 2017. The focus of the extraordinary SIAP meeting was in quick response to the completed assessment on hail damage to the 2018 apple and pear crop in the Adelaide Hills region.

Stuart Burgess, Fund Manager, Hort Innovation presented a financial update which included:

- Levy forecast for apple marketing and pear marketing
- Current marketing project commitments and available funds.

A marketing session was conducted by Monique Emmi, Marketing Lead, Hort Innovation and Olivia Grey, Apple and Pear Fund Marketing Manager, Hort Innovation covering the following domestic marketing and trade marketing concepts for SIAP advice:

- Pear export promotion 2018
- Marketing campaign for hail damaged apples and pears.

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

- The apple and pear SIAP has made their recommendations to Hort Innovation and the Apple and Pear Fund Marketing Manager will now work with this advice to progress supported investments
- The next apple and pear SIAP meeting is planned for March 6–7, 2018 in Sydney.

Contact

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