

Apple and Pear Fund *Strategic Marketing Panel* meeting summary

Date: 1 September 2020

Panellists: Bruce Rosengarten (Chair), Cathy Zeppieri, Justine Coates, Phil Turnbull, Andrew Hooke, Nardia Stacy, Cameron Carter, Mitchell McNab

Location: Zoom Teleconference

Next Meeting: TBA

Summary

The meeting objectives were.

- To provide financial updates to the Apple and Pear Fund SMP
- To provide further details on the apple marketing plan
- To provide further details on the pear marketing plan
- To seek consultation on apple and pear export marketing plan.

Apple and Pear Fund important links

- Annual Report 2019/20 - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/fund-annual-report-pdfs-201920/hort-innovation-annual-report-2019-20-apple-pear-fund.pdf>
- Fund management - <https://www.horticulture.com.au/growers/apple-pear-fund/fund-management/>
- Strategic Investment Plan - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-pdfs-new/hortinnovation-sip-apple-pear-2017-2021.pdf>

Advice received and next steps as of 1 September 2020

Marketing fund:

- **MT20501 Apple and pear sensory drivers and descriptors by varieties** – SMP provided advice on the varieties to be used.
- **Align and prioritise export marketing activities** - Hort Innovation will work with APAL to prioritise markets.

Anyone seeking further information on the Apple and Pear Fund marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Apple and Pear Fund pages of the Hort Innovation website.

Talk to us

If you want to know more about these or any other investments, you can talk to us in person at upcoming events or connect directly with the Apple and Pear Fund's Industry Strategic Partner.

Upcoming events:

- Nil

If you want to know more about these or any other investments, you can talk directly with the Apple and Pear Fund's Industry Strategic Partner.

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