

## Apple and Pear Fund *Strategic Marketing Panel* meeting summary

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**Date:** 23 – 24 June 2020

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

**Location:** Zoom Teleconference

**Next Meeting:** 01 September 2020

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### Summary

The meeting objectives were:

- To provide financial updates to the Apple and Pear Fund SMP
- To review the final Apple and Pear strategic document
- To provide the updated apples and pears category strategy and opportunities
  
- To seek consultation on apple marketing plan
- To seek consultation on pear marketing plan
- To seek consultation on The Good Mood Food campaign

### 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 24 June 2020

#### **Marketing fund:**

- **Apple category plan** – SMP supported the investment recommendation.
- **The Good Mood Food campaign** – SMP supported the investment recommendation using the existing creative.
- **Apple marketing plan** – SMP supported Hort Innovation to continue developing the plan as tabled.
- **Pear marketing plan** - SMP supported Hort Innovation to continue developing the plan as tabled.
- **Pear category plan** - SMP supported Hort Innovation to continue developing the plan as tabled, specifically on the segmentation and merchandise plans for pears.

Anyone seeking further information on the Apple and Pear Fund's 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

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