

## Avocado Strategic Investment Advisory Panel meeting summary

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**Date:** 12 December 2016

**Location:** Novotel, Brisbane airport

**Next Meeting:** TBC - February/March 2017

**Attendance:** Daryl Boardman, Jim Kochi, Cormac te Kloot, Neil Delroy, John Walsh, Simon Grabbe, Simon Newett, Astrid Hughes (Hort Innovation), Claire Tindale-Penning (Hort Innovation), Michael Rogers (Hort Innovation), Jessica Paul (Nielsen), Paul Costantoura (Review Partners)

**Apologies:** Kylie Collins, Jennie Franceschi and Stewart Ipsen

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### Overview

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The purpose of this meeting was to present to the Strategic Investment Advisory Panel (SIAP) the results from the analysis of the marketing investment over the preceding three years; to gain feedback and advice on the trade and export strategy for the avocado industry and to provide an update on progress since the inaugural meeting.

The Nielsen presentation addressed broad retail trends with further deep dive analysis into the avocado category. This led into an interactive session with Review Partners about the different methodologies, psychometric segmentation and demographic segmentation and consumer focus group feedback with each of the heavy, medium and light consumers. The latest version of the Strategic Investment Plan (SIP) was presented with feedback on the outcomes discussed as well as feedback on the progress of R&D concepts since the previous meeting.

Shortly the Hort Innovation annual report on avocado investment for the 2015/16 year will be published, all industry stakeholders are encouraged to read this report and go to the website for further detail on projects and the avocado financial statements.

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

### Next steps

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In the first quarter of 2017 the SIAP will meet again to continue to prioritise investment in alignment with the SIP. The independent Chair will also be joining the panel in the new year.

### Contact

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