

Avocado Strategic Investment Advisory Panel (SIAP)

Date: 31st July 2017

Location: Novotel, Brisbane airport

Next Meeting: dependent on program needs, tentative November 8th and 9th in conjunction with the researcher forum & November 29th for marketing

Attendance:

Daryl Boardman

Kylie Collins

Neil Delroy

Jennie Franceschi

Simon Grabbe

Stewart Ipsen

Jim Kochi

Cormac te Kloot

John Walsh

Simon Newett – apology

Peter O’Brien – Chair

Astrid Hughes – Hort Innovation

Claire Tindale-Penning – Hort Innovation

Tim Archibald – Hort Innovation

Laura Campbell – stenographer

Guest:

Emile van Schalkwyk – IKON

Overview

The purpose of this meeting was to progress the avocado marketing investment program, the Strategic Investment Plan (SIP), implement R&D investment in alignment with the SIP and to outline the current financial position of the avocado fund. The Chair welcomed the participants and acknowledged the traditional owners of the land on which the panel were meeting. Pending changes as noted in the minutes were passed as an accurate and true record.

Marketing manager outlined the background in the development of the proposed strategy, including the target market, the segmentation and the creative based around the statement, “Avocados are an essential daily ingredient that are simple to use, delicious, packed with goodness to achieve health and wellness in a full and busy lifestyle.” Presentations from IKON as the marketing agency for the avocado strategic levy fund, outlined the proposed campaign activity and explained the intended delivery of an impactful, highly visible campaign aimed at increasing the purchase frequency across all buyer segments, focused on medium and light buyers.

Further presentations on financials were worked through with action items to investigate as follows: increased levy collection costs, project expenditure and more granular detail to be included. Key investment proposals for light modelling, Fruitspotting Bug and other concepts were tabled. Further updates were provided on ongoing investment within the R&D program, including opportunities with Hort Frontier Fund ‘Pollination’.

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

A researcher forum driven by the experts in respective scientific and technical fields will be organised to drive investment with the avocado strategic R&D Fund. Timing will be November 2017.

Contact

Astrid Hughes: Relationship Manager: 0405 306 334 astrid.hughes@horticulture.com.au