

Avocado Strategic Investment Advisory Panel meeting summary

Date: 9 April 2018

Attendance: Kylie Collins, Neil Delroy, Jennie Franceschi, Simon Grabbe, Stewart Ipsen, Cormac te Kloot, Jim Kochi, Simon Newett, Peter O'Brien, (Independent Chair), Miriam O'Brien (Minute Taker), John Tyas – AAL (Guest)

Hort Innovation Representatives: Corrine Jasper, Claire Tindale-Penning, Tim Archibald, Alok Kumar, Vino Rajandran, Ashley Zamek, Jenny Van de Meeberg, Phone link - Alison Anderson, Roxanne Portolesi, Anthony Kachenko, Brenda Kranz.

Guest Speaker: Emile van Schalkwyk IKON Communications,

Apologies: Daryl Boardman, John Walsh.

Location: Brisbane

Next Meeting: October 2018

Overview

The objectives of this meeting were:

- 1) Update the Avocado SIAP on the implementation of the Strategic Levy R&D and Marketing Program and receive advice from the SIAP on opportunities within Hort Frontiers – Advanced Production Systems Fund and Pollination Fund.
- 2) Use the Avocado Strategic Investment Plan (SIP) 2017-2021 as the guide, review, discuss and advise on next steps for investment related to concept proposals received through Hort Innovation and the proposed three-year strategic marketing plan.

Alok Kumar gave a presentation on Hort Frontiers Advanced Production Systems Fund (APS), outlining three major priorities, common across multiple industries: farm automation, intensive cropping systems, innovation and disruption.

An over view was given in relation to AS17000 National Tree Genomics. Specific issues/traits that are critical for the avocado industry were discussed. The National tree crop intensification program was also reported on.

A presentation on the Hort Frontiers Pollination Program was provided. There are a number of projects within this program, a full list of projects can be viewed on our website <https://horticulture.com.au/co-investment-fund/pollination-fund/> .

The new 3-year marketing strategy and creative for Australian Avocados was presented. The strategy is to move avocados as an infrequent purchase to an integral purchase to a happy and healthy lifestyle, linking this back up to the SIP objective of increasing demand for avocados by 20% by 2021.

Concepts:

The following concepts were discussed and advice sought for possible future investment:

- National Avocado Industry Communications Program
- Food service study
- Food service syndicated market reports

- Avocado Literature Review
- Fruit handling post-harvest quality benchmark and monitoring
- Improved fruit robustness and quality in avocado supply chains
- Remote Sensing
- Digital Strategy
- National Industry mapping
- Genetics and Propagation
- Xylella
- Asia Fruit Logistica and China Fruit and Vegetable Fair representation support
- Taste Australia Retail Program
- Tree crop intensification

A full list of project / financials is available online and any public information that's discussed in the meeting can be outlined in the overview.

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 will be available on the avocado webpage of the Hort Innovation website

Next steps



Hort Innovation will explore options for a number of concepts and instigate procurement for a number of investments.

Contact



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