

Banana Marketing Strategic Investment Advisory Panel meeting summary

Date: 28th June 2017

Attendance: Gary Fattore, Paul Inderbitzin, Daniel Mackay, Peter Molenaar, Chaise Pensini, Andrew Serra, Peter O'Brien, Astrid Hughes, Elisa King, Tim Archibald, Emile van Schalkwyk, Marilyn Hill

Location: via teleconference

Next Meeting: to be confirmed, tentatively October/November 2017. Confirmation will be communicated asap.

Overview

The purpose of the meeting was to provide and update and discuss the upcoming activities within the banana marketing campaign. The specific topics for discussion were to table the planned media activity for the coming year, discuss proposed activity on the National Weight Check and other events such as the City to Surf. Unanimous support for the activity planned was received and specific comments about the presentation delivered at the Banana Congress, complimenting the marketing manager, Elisa King were also tabled.

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

Next steps

The next meeting will be confirmed shortly.

Contact

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