**Cherry Strategic Investment Advisory Panel Meeting**

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| **Date: 27th – 28th July 2017** | **Attendance: SIAP:** Michael Rouget, Fiona Hall, Nic Hansen, Tony Hannaford, Michael Batinich, Lucy Gregg, Andrew Smith, Steve Chapman, Tom Eastlake. Dugald Close (Via phone) **Chair:** Richard de Vos |
| **Location: Sydney** **Next Meeting: Pre-season teleconference**  | **Hort Innovation:** Stuart Burgess, Mark Spees, Dianne Phan, Michael Rogers, Sharyn Casey, Reetica Rekhy, Penny Measham, Alok Kumar (Via phone)**Guests:** Marilyn Hill (independent minute taker), Duncan Makeig (China Road), Warwick Hope (Woolworths) |

**Overview**

The SIAP meeting was held in July on 27th & 28th, 2017. The focus was on the next 5 year’s covering finances, the Cherry Strategic Investment Plan (SIP) 2017-2021, new trade and marketing investment concepts and the development of R&D concepts.

Richard de Vos chaired this meeting and provided an overview to members outlining the objectives, governance and scope of operation of the panel.

Stuart Burgess presented a financial update which included:

* 2016/17 R&D and marketing levy, 5 Year financial forecast
* Current project list

The SIAP discussed and prioritised all 26 strategies in the Strategic Investment Plan (SIP) 2017-2021.

A marketing session was conducted by Dianne Phan, Cherry domestic and trade marketing manager covering:

* A retail market update (Warwick Hope)
* Developing a domestic marketing plan (3 years)
* Trade marketing update - Now in Season
* Cherry image library

Michael Rogers GM of trade and Reetica Rekhy presented an update for the Cherry industry on trade and the Hort Frontiers Asian Markets Fund including concepts that are new and under development, on hold or seeking advice, these included:

* Industry engagement with China
* Strategic engagement with China, Japan, India and Indonesia
* Trade events industry representative
* Developing a national systems approach for meeting bio-security requirements for key Asian markets
* Study of airfreight capacity for exports of horticultural produce from Australia to Asia and the Middle East
* Australian horticulture industry market support – China – iFresh
* Taste Australia – collaborating with agriculture

Penny Measham presented an update on the Hort Frontiers Fruit Fly Fund covering:

* SITPlus - Dietary sterilisation of male Queensland Fruit Fly (AI13001)
* Establishment of the sterile Queensland Fruit Fly facility in Southern Australia. Port Augusta Qfly SIT factory pilot operation (HG14035 & FF15000)
* Larval diets for high-productivity mass rearing of Qfly for SIT (HG13045)
* Adaptive area wide management project of Qfly using SIT (ST15015)

Sharyn Casey presented an update on Hort Frontiers Leadership Fund discussing the programs available for Cherry industry investment, including the Masterclass in horticultural business.

Alok Kumar presented an update on the new Hort Frontiers Advanced Production Systems Fund

The following Research and Development concepts were discussed for SIAP advice:

* What is the role of weather in poor fruit set in cherry
* Levering international collaborations in genomics to better identify new elite cultivars for Australian production systems
* Improving the biosecurity preparedness of Australian horticulture for the exotic Spotted wing drosophila (Drosophila suzukii)
* Testing of and Development of a Standard Operating Procedure for use of Brown Sugar Floatation in the Cherry Industry Systems App
* International Phytosanitary Irradiation Forum Thailand 2018

An ideation session was conducted with the SIAP whereby concepts for possible future investment where discussed in alignment to the Cherry Strategic Investment Plan 2017-2021 (SIP).

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

**Next steps**

* A number of concepts have been advised to move to procurement stage
* A marketing reference group will be established to assist on developing a 3 Year domestic marketing plan
* It was agreed the next CY SIAP meeting will be a tele conference prior to the new season

**Contact**

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