

Cherry R&D/marketing Strategic Investment Advisory Panel meeting summary

Date: 7 July 2020 & 6 August 2020

Panellists: Michael Rouget, Tom Eastlake, Michael Batinich, Nic Hansen, Fiona Hall, Anthony Hannaford, Andrew Smith

Apology: Dugald Close

Location: Zoom teleconference

Next Meeting: TBA

Summary

The meeting objectives were.

- Fund update
- Seek advice on the draft cherry Strategic Investment Plan
- Seek advice on the domestic marketing and international Marketing plans
- Marketing and trade campaigns update

Cherry Fund important links

- Annual Report 2019/20 - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/fund-annual-report-pdfs-201920/hort-innovation-annual-report-2019-20-cherry-fund.pdf>
- Fund management - <https://www.horticulture.com.au/growers/cherry-fund/fund-management/>
- Strategic Investment Plan - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-pdfs-new/hortinnovation-sip-cherry-2017-2021.pdf>

Advice received and next steps as of 06 August 2020

R&D and marketing fund:

SIAP supported the following Investment recommendations:

- Domestic marketing plan: Hort Innovation to engage with and seek input from a cherry representative working group.
- International marketing plan: Hort Innovation to engage with and seek input from a cherry representative working group.

SIAP did not support the following investment recommendations:

- R&D investment prioritisation - The SIAP advice was to defer discussion on R&D investment prioritisation, including Certificate IV and other investments for future consideration.

Anyone seeking further information on the Cherry Fund R&D and/or marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Cherry Fund pages of the Hort Innovation website.

Talk to us

If you want to know more about these or any other investments, you can talk to us in person at upcoming events or connect directly with the Cherry Fund's Industry Strategic Partner.

Upcoming events:

- Nil

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