

Cherry Strategic Investment Advisory Panel (SIAP) meeting summary

Date: 4 July 2019

Panellists: Tom Eastlake, Nic Hansen, Fiona Hall, Andrew Smith, Michael Batinich, Anthony Hannaford and Dugald Close

Location: Sydney, NSW

Next Meeting: July 2020, North Sydney, NSW

Summary

The purpose and objective of the meeting:

- To review the 5 Year Financial Forecast and Strategic Investment Plan analysis on current and future projects including both levy funded and Hort Frontiers.
- To provide a Hort Innovation and key project update for advice on new Research & Development (R&D) and marketing concepts.
- To re-confirm Cherry SIAP meetings for next 18 months.

Cherry important links:

- [Cherry Fund](#)
- [Fund management](#)
- [Annual Report 17/18](#)
- [Strategic Investment Plan](#)
- [Your investments](#)
- [Research reports, publications, fact sheets and more](#)

Advice received and next steps as at 4 July 2019.

Marketing Fund:

- **Domestic Marketing Strategy:** The SIAP supports Hort Innovation implementing the proposed marketing plan for 2019/20, including Category Management; National Launch; and State-based promotions with each of states, Victoria, Tasmania, South Australia, New South Wales, Western Australia and Queensland.
- **Export Marketing:** The SIAP supports the proposed Hort Innovation export marketing program as follows:
 - Taste Australia retail - China, Vietnam
 - Korea launch, subject to access
 - One industry representative to attend each event (paid by Cherry Fund), selected after a call for expressions of interest
 - Other growers invited to attend at their own cost.

R&D Fund:

- **Methyl bromide fumigation for cherries:** The SIAP supports Hort Innovation conducting an independent review of this project.
- **SITplus™ Funding and Factory Pilot Operation:** The SIAP advice to Hort Innovation is to consider reviewing the contribution of the Cherry Industry to be a more fair and equitable split in line with its size and value and update the SIAP.

- **Across horticulture support for achieving export MRL compliance:** The SIAP supports Hort Innovation coming back to the SIAP to confirm its support for this concept if the contribution sought from the Cherry Fund exceeds a certain level of investment.
- **China FVF:** The SIAP supports Hort Innovation arranging for participation by the cherry industry in China FVF.
- **Taste Australia Retail R&D and Cherry Quality Descriptors:** The SIAP supports Hort Innovation combining these two concepts. (Hort Innovation would disseminate the material through existing networks.)
- **Cherry Export Plan:** The SIAP supports Hort Innovation proceeding to a Request for proposal (RFP).
- **Improving onshore cold treatment protocols:** The SIAP does not support Hort Innovation proceeding to RFP at this stage and will reconsider this concept at a later time (after HEICC).
- **Cherry Industry MRL Compliance training:** The SIAP supports Hort Innovation proceeding to RFP with an industry group to provide advice on the scope.
- **Improving and implementing cherry cold chain best practice to Australian cherry supply chains:** The SIAP does not support Hort Innovation proceeding with this concept as the work has already been done and the information is available to industry.
- **A case study to maintain cherry quality using current export protocols:** The SIAP does not support Hort Innovation proceeding with this concept because there is no market failure.
- **South Korea Cherry Market Entry Strategy:** The SIAP does not support Hort Innovation proceeding with this concept. Instead, the SIAP supports a market access launch in South Korea after access is obtained.
- **Low Cost Objective Cherry Quality Assessment in China & Vietnam during the Australian cherry season:** The SIAP supports Hort Innovation proceeding to RFP with a stop-go at the end of year one.
- **Mitigating the potential spread of *Xylella fastidiosa* (Xf) by understanding vectors:** The SIAP does not support Hort Innovation making an allocation from the Cherry Fund for this concept because it is not a high priority for the industry.
- **Cherry PhD Program:** The SIAP does not support Hort Innovation proceeding to RFP at this time. The SIAP may revisit the concept at a later time.
- **Environmental factors affecting cherry yield and quality under protective cropping systems:** The SIAP does not support Hort Innovation proceeding with this concept.
- **Value adding of processing grade Cherry fruit through freeze drying:** The SIAP does not support Hort Innovation proceeding with this concept.
- **Cherry Orchard improvement groups:** The SIAP does not support Hort Innovation proceeding to RFP at this time.

Anyone seeking further information on Hort Innovation's Cherry 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 webpage 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 Industry Relationship Manager.

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Mark Spees

Relationship Manager

P: 0439 574 173

@: mark.spees@horticulture.com.au

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