

## Cherry Strategic Investment Advisory Panel meeting summary

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**Date:** 26<sup>th</sup> June 2018

**Location:** Hort Innovation, Sydney office

**Attendance:** SIAP: Tom Eastlake, Nic Hansen, Andrew Smith, Michael Rouget, Fiona Hall, Michael Batinich, Anthony Hannaford, Dugald Close (National Horticulture Research Network).

Hort Innovation: Mark Spees, Stuart Burgess, Dianne Phan, Jenny Van de Meeberg, Penny Measham, David Moore

Chair: Richard de Vos

Guests: Alison Saunders (Independent note taker)

**Apologies:** None

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### Overview

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The cherry Strategic Investment Advisory Panel (SIAP) was held on June 25<sup>th</sup> and 26<sup>th</sup>, 2018. Panellists utilised the Cherry Strategic Investment Plan (SIP) 2017-2021 to guide discussion and advice for future investments in marketing, trade, research, development and extension.

The Chair, Richard de Vos, opened proceedings, welcoming all panel members and confirmed meeting objectives, governance and any conflict of interests.

Mark Spees, Relationship Manager presented an update on Hort Innovation along with status updates on previous minutes.

The cherry Funds Manager, presented a financial update which included:

- 2017-2018 Levy forecast receipts (R&D and marketing)
- 5-year forecast (2018 – 2022) for R&D and marketing
- Contracted R&D projects and marketing expenditure 2017-22
- Strategic Investment Plan (SIP) gap analysis

Dianne Phan, cherry Marketing Manager, presented the following for noting, discussion and advice:

- 2017-2018 domestic and export marketing results.
- Key learnings and opportunities for improvement.
- Proposed 3 Year domestic and export marketing strategy.
- Consumer behavioural and retail data for fresh produce.
- Season Launches and Outbound Press New Export Markets Cherries.
- Taste Australia retail program.

Jenny Van Meeberg, Trade Manager, updated the panel on trade projects and matters requiring industry advice which included:

- Cherry Export Readiness and Market Access project
- Developing US Market Access based on irradiation and methyl bromide
- Systems Approaches for Market Access
- Export Strategy 2019-2024

- Review of the National Biosecurity Plan and development of Biosecurity Manual
- Taste Australia – R&D and Trade Expos

A detailed update was provided on R&D project CY16009 Methyl Bromide Disinfestation of Queensland Fruit Fly, with panel advice requested.

The following Research, Development and Extension concepts were discussed at length for industry advice:

- Improving onshore cold treatment protocols
- Cherry Industry International Markets Engagement
- Parasitoids for the management of fruit flies (Diptera: Tephritidae)
- Growing Leaders Course
- Optimise management of cherry flowering and fruiting
- Extending the cherry harvest window with plant growth regulators
- Improving access to new germplasm through faster and more accurate diagnostics (PBRI)
- Understanding and managing risks to productivity in deciduous fruit from changes in winter chill
- Cherry yield and quality under protected cropping systems
- Completion of the Australian Cherry Evaluation on Precocious Rootstocks
- Marketing Cherry Industry Quality Descriptions for Fresh Cherries
- In market Development in New and Emerging Markets for Australian Cherry Exports
- National Cherry Conference

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

- It was advised that several concepts be supported for investment
- The panel advised Hort Innovation to work with specific growers and nominated CY SIAP members to scope request for proposals (RFPs).
- It was agreed that the CY SIAP would meet in person in June 2019 and prior by teleconference.

## Contact

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