

## Citrus R&D/Marketing Strategic Investment Advisory Panel meeting summary

---

**Date:** 24 November 2020 and 1 December 2020

**Panellists:** David Arnold, Nathan Hancock, Allen Jenkin, Shane Kay, Dean Morris, Myles Parker (NHRN), Wayne Parr, Richie Roberts, Danny Thornton

**Location:** Teleconference

**Next Meeting:** 30 November 2021 and 11 December 2021

---

### Summary

The objectives of this meeting:

- To provide the financial update
- To seek advice on the Draft Citrus Investment Plan
- To provide updates on Marketing and Trade Campaigns
- To seek advice on International and Domestic Marketing Plans

### Citrus industry 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-citrus-fund.pdf>
- Fund management - <https://www.horticulture.com.au/growers/citrus-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-citrus-2017-2021.pdf>

### Advice received and next steps as of 1 December 2020

#### **R&D or Marketing Fund:**

SIAP supported the following investment recommendations:

- A proposal for establishment of the national citrus biosecurity program.
- Managing microbial food safety risks in the citrus industry
- Literature review on Citrus Nutrition Education Program
- Economic analysis of the citrus industry
- Integrated disease management of citrus blackspot, brown spot, and black core rot
- International Marketing Plan 2021.

SIAP **did not** support the following investment recommendations as it was agreed that they were not a priority for the industry:

- Improved Citrus industry preparedness post-citrus canker
- Domestic Marketing Plan 2021.

Anyone seeking further information on Citrus 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 citrus industry page of the Hort Innovation website, [here](#).

**Talk to us**

If you want to know more about these or any other investments, you can talk directly with the Citrus Industry Strategic Partner:

Dumisani Mhlanga

Industry Strategic Partner

P: 0447 091 186

@: [dumi.mhlanga@horticulture.com.au](mailto:dumi.mhlanga@horticulture.com.au)