

Custard Apple Strategic Investment Advisory Panel Meeting Summary

Date: 23 February 2017

Location: Hort Innovation, Brisbane

Next Meeting: To be confirmed

Attendance:

Patti Stacey

Wayne Stewart

Paul Thorne

Wendy Graham

Eoin Wallis – Chair

Astrid Hughes – Hort Innovation

Craig Perring – Hort Innovation

Tim Archibald – Hort Innovation

Jodie Pedrana – Hort Innovation

Overview

The purpose of this meeting was to progress the custard apple marketing program for the upcoming season, provide a Strategic Investment Plan (SIP) and R&D investment update and to outline the current financial position of the program.

The newly appointed Chair – Eoin Wallis, outlined the governance requirements and role of the Strategic Investment Advisory Panel (SIAP) and highlighted the importance of the SIP. The custard apple SIP was presented, with the feedback from the SIAP to be incorporated into the final document.

The final report from the marketing campaign last year was presented with key highlights across social media channels. The key investment with this season will be the sampling and awareness event with the Royal Easter Show in Sydney.

The key investment for the industry is the next iteration of the new custard apple varieties and enhanced industry productivity. In addition to this, an update on the permits and prioritisation with this investment was detailed by R&D Manager Jodie Pedrana.

Anyone seeking further information on Hort Innovation's custard apple R&D investments should note that a full list of projects, together with an overview of the program financials are available on the custard apple industry webpage of the Hort Innovation website.

Next steps

The SIAP agreed to meet once a year face to face and via email or teleconference as needed for the remainder of the year. Given the season has started, the next teleconference will be scheduled when the growing season has finished, tentatively August/September.

Contact

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