

Melon Strategic Investment Advisory Panel meeting summary

Date: 18/03/2019

Location: Hort Innovation Offices, Sydney

Next Meeting:

Attendance: Kane Younghusband, Fiona Constable, Paul McLaughlin, Fernando Rombola, Jon Caleo, Bob Granger (Chair), Brad Mills (Hort. Innovation), Alison Anderson (Hort Innovation),

Overview

The purpose of the SIAP meeting was to:

1. To discuss/ prioritise potential investments in key investment areas of export strategy, crisis management and food safety.
2. Be briefed on Melon R&D Fund Financials
3. Discuss/ prioritise potential investments in key investment areas including pest and disease management.
4. Assess project concepts received and develop the scope of key investment priorities.

Following an export working group review of export project recommendations, a number of potential export projects were recommended to the Melon SIAP for potential prioritisation for investment.

A 'Request for Proposal' (RFP) for a review and update of the current crisis management plan for the melon industry is currently out to tender.

Hort Innovation is currently contracting two consumer research projects aimed at gathering consumer insights for the Australian melon industry with data to be collected on consumer behaviour and consumer attitudes of watermelons, rockmelons, honeydew melons and other melons. The objectives of the projects are to help Hort Innovation and the industry to:

- generate consumer insights for the Australian melon industry, especially in relation to the food safety incident in melons in early 2018; and
- provide a foundational input for overall melon R&D.

The SIAP provided support for several investment initiatives including:

- Food Safety – Melon Food Safety Training (Phase 2) targeting Watermelon and some further rockmelon packhouses.
- Review of potential of European Honeybee movement of CGMMV
- Export projects such as market intelligence reports, trade show participation/ study tour etc.

These and other projects supported will now go to tender for potential service provider applications and evaluation prior to contracting in the near future.

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

Next steps

Hort Innovation will develop the recommended R&D concepts into 'Request for Proposal' (RFP's) to be tendered out over the next few months.

Contact

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