

Melon Investment Advisory Panel (SIAP) meeting summary

Date: 30 April 2020

Panellists: Jon Caleo, Fiona Constable, Brad Dawson, Fernando Rombola, Paul McLaughlin, Kane Younghusband

Apologies: NA

Location: Video/Telecall

Next Meeting: 1st quarter 2021

Summary

The purpose of this meeting was to convene the panellists of the Melon SIAP to update the financial forecast and review current Strategic Investment Plan (SIP) expenditure analysis. A status update of previous meeting actions and recommendations and seek advice on the Draft Melon Investment Plan.

Melon industry important links:

- [Melon Fund](#)
- [Melon Investment analysis](#)
- [Annual Report 2018/19](#)
- [Horticulture Statistics Handbook 2018/19](#)
- [Your investments](#)
- [Research reports, publications, fact sheets and more](#)

Advice received and next steps as at 30 April 2020.

R&D Fund:

- **Market Access and Trade Development – 3.1 Investment:** The SIAP supports: Investment in market access and development.
- **Melon Industry Supply Chain Development - 3.2 Investment:** The SIAP does not support this investment recommendation in its current form and advised that a working group convene to only consider items 6 (Melon waste minimisation plan for the cool chain and retail store) and 7 (Training program for the supply chain to educate the whole chain about optimum melon handling).
- **Melon Food Safety – 3.3 Training, Monitoring and Support and 3.4 Sanitisers:** The SIAP supports proceeding with these investment recommendations in consultation with a working group. The training component is supported on a smaller scale and budget, a PhD project is suggested for the sanitiser component.
- **Melon Food Safety Investment - 3.5 Adverse weather events:** The SIAP does not support proceeding with this investment recommendation.
- **Melon Nutrition Education Program - 3.6 Investment:** The SIAP supports proceeding with tier 1 (nutrition testing) and tier 2 (literature review) referred to in the strategy background of the investment recommendation, and to commence work on tier 3 (online nutrition science repository).
- **Melon industry communications program - 3.7 Investment:** The SIAP supports Hort Innovation commissioning an independent communications review, and after considering the report of this review, proceeding to RFP for a three-year communications project.

- **Melon consumer research - 3.8 Investment:** The SIAP supports Hort Innovation proceeding with this investment recommendation.
- **Business case to implement a marketing levy for the melon industry - 3.9 Investment:** The SIAP supports Hort Innovation proceeding with the first two deliverables set out in this investment recommendation: (i) business case and (ii) outline of what a potential marketing levy would look like. The SIAP does not support the third deliverable (melon industry consultation).

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 is available on the Melon webpage of the Hort Innovation website.

Talk to us

If you want to know more, you can talk directly with the Melon Industry Strategic Partner.

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