

Mushroom Strategic Investment Advisory Panel meeting summary

Date: 22 and 23 May 2018

Attendance:

SIAP

Tim Adlington
Matthew Fensom (23 May only)
Sally Heukers
Trevor Jordan
Elisa Siliato (face to face 22 May, by
teleconference 23 May)
Mick Surridge
Kevin Tolson
Steven Willemse

Invited Guests

Paul Costantoura – Review Partners
Alan King - Fiftyfive 5
Jason Smith and Stephanie Turnbull –
Ikon
Andrea Brydges – Bite Communications

Chair

Michael Worthington

Hort Innovation (ex Officio)

Neil Burgess
Sharyn Casey
Samantha Ferguson
Anthony Kachenko
Elise King
Claire Tindale Penning
John Vatikiotis

Minutes Alison Saunders

Location: Hort Innovation Sydney

Next Meeting: 5th & 6th of September 2018

Overview

The SIAP was held on May 22 and 23, 2018. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

Day 1 – R&D Update

Anthony Kachenko provided the R&D update commenting that whilst there had been a void in R&D activity, a process was now in place to identify investment opportunities through an R&D panel commissioned through the Marsh Lawson Centre.

SIAP panel members, Tim Adlington and Sally Heukers are on the Marsh Lawson Centre panel amongst others. The panel have met three times already and will do so again in June.

In parallel with this, the AMGA R&D Committee have also been active in identifying R&D opportunities.

These processes are driving an R&D agenda, harnessing passionate exchanges aimed at delivering opportunities for the sector.

As a result, the SIAP receives refined and well scoped concepts that are better delivered and that enable more informed decision making. This aims to ensure that R&D processes run more efficiently and reduce any inertia.

Six concepts have now been brought to this SIAP via the Marsh Lawson Panel and the AMGA Committee. Further updates will be provided to industry relating to upcoming projects currently going to market, along with recent evaluation panel reviews.

Hort Frontiers Update

Sharyn Casey provided an overview presentation of the Hort Frontiers Program and the seven key investment areas, focussing later on those with greatest relevance to the Australian mushroom industry (Asian Markets Fund, Health Nutrition and Food Safety Fund, Leadership Fund, Advanced Production Systems Fund). These investments tend to be cross sectoral in their application and strongly collaborative in approach. These programs tend to focus on longer term strategic research.

Green Cities

- It was noted that Green Cities investments were targeted at the non-food sectors of horticulture such as landscaping, turf and nursery.
- Lend Lease are an important partner in this activity.

Health, Nutrition and Food Safety

Sharyn Casey introduced the naturally nutritious project (strawberries and foliate, purple corn) and the cold plasma project (looking at barriers to adoption).

The SIAP considered this to be the investment area of greatest value to the mushroom industry.

Samantha Ferguson discussed some work that is being undertaken by the vegetable industry in relation to educating school children about health and nutrition.

The SIAP thought it would be useful for Sharyn Casey to present at the next R&D Steering Committee Meeting (ML/AMGA R&D) and for Alok Kumar from the Advanced Production Systems area to attend the next mushroom SIAP.

Day 2 – Marketing Update

Samantha Ferguson provided a summary of her previous work experience and noted that she is excited to be employed in this new role, is learning a lot, and would appreciate any feedback on the papers she provided for today's meeting.

The Chair introduced Elisa King as the Marketing Lead at Hort Innovation, with Elisa providing a brief summary of her role in coordinating the seven Marketing Managers at Hort Innovation, and her oversight role in identifying opportunities for collaboration across commodities in horticulture.

Samantha Ferguson provided a summary of the areas that will be covered today in line with the meeting agenda.

Independent Marketing Review – Topline Findings

- Programmatic Marketing was discussed, this approach can be tailored to ensure that it reaches reputable and brand safe sites.
- The Chair questioned what was driving the need for common metrics across agencies. It was explained that this was something that needed to be negotiated between agencies as the platforms they use produce different forms of data and this needed to be overcome. There is also a need for common terminology as well. The question for the program is: What can we do better to allow comparison between promotion channels and agencies.

- The SIAP acknowledged that the more dynamic the data the better judgements they can make for the overlay of Nielsen data against promotional activity was considered most useful.

Samantha Ferguson will look at the opportunities presented from the recommendations – some have already been responded to and are work in progress.

Consumer Research, Wave 5 Results

FiftyFive5 are research strategy partners who have been monitoring consumers to measure impact of the different elements of the promotion campaign. They aim to identify which targets might deliver the biggest impact.

Discussion:

- The SIAP were concerned that the consumption shown in these presentations did not match up with fairly static levels of production.
- The SIAP acknowledged that disengaged cooks might be more price sensitive.
- The Panel questioned the value in OOH advertising, understanding that it is hard to measure.

Samantha discussed alternative influencers used throughout the program.

Media Strategy

The strategic focus for 2019 remains:

- Continue to focus on driving awareness and frequency for our campaign communications
- Optimise the existing media mix, finding efficiencies where we can (TV (focusing on all grocery buyers), Radio, OOH, Digital)
- Continue to inspire our audience by elevating simplicity in how to incorporate mushrooms in meals.

Social Media, PR, Brand Ambassador

The main aim for this part of the program in 2019 is to:

- Continue ambassador led program
- Deliver ease message
- Prioritise inspiration but ramp up health tips to ensure delivery against both pillars
- Thumb stopping content to convert awareness at the checkout.

The significant change to the program is the focus on ease.

Next Steps



The next SIAP meeting is now scheduled for September 5 and 6, 2018.

Contact



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