

Mushroom Strategic Investment Advisory Panel meeting summary

Date: 7th & 8th of November 2018**Attendance:****SIAP**

Tim Adlington
Matthew Fensom
Sally Heukers
Trevor Jordan
Elisa Siliato
Mick Surridge
Kevin Tolson
Steven Willemse
Sean Hallahan
Phil Higgins
David Tolson

Invited Guests

Flavia Fayat Moore – Nutrition Research
Australia
Alan King - Fiftyfive 5
Clinton Muir - RMCG
Judy Allan – Consultant
Warwick Gill – University of Tasmania
Scott Needham – Xinoa
Chris Rowley – Team Rowley

Chair

Michael Worthington

Hort Innovation (ex Officio)

Jemma O’Hanlon
Neil Burgess
Samantha Ferguson
Byron De Kock
John Vatikiotis

Minutes Marilyn Hill**Location:** Park Royal – Melbourne Airport**Next Meeting:** March 2019 (dates to be confirmed)

Overview

The SIAP was held on the 7th & 8th of November 2018. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

Day 1 – Marketing Update

Samantha Ferguson, Marketing Manager, Hort Innovation, led the session providing a presentation and update on activity. A presentation had been given to the recent conference on historical activity over the last three years and the future for Australian Mushroom marketing.

The presentation deck/s used today will also be circulated as a memory refresher following the meeting.

Discussions included strategy, the activity plan (in calendar form), the budget, data, what tweaking or changes may be needed in terms of planning to maximise the results off the back of the (Wave 6) tracking results, and update on the activities agreed to in the May SIAP as part of the three year plan.

- Current activity plan. In relation to the multi-channel approach and ‘stacking’ media, the proposal is for pushing radio and bringing in TV so that instead of shouldering summer, it would shoulder winter, i.e. start the season earlier rather than finish it later.
The SIAP discussed the approach of ‘stacking’ and not ‘stretching’ media.
- TV advertising placement/maximising the collaboration with Miguel Maestre.
- Ad creative. The talent release is due to expire on the current ad, next steps will be presented to the SIAP ASAP.
- Digital Ads. Taking account of data around how people are cooking/the need for simple recipes
- Data Sources - which data is used for which purpose and what is the industry being tracked against to retain focus and the benchmarks are clear.
- The marketing campaign will continue to utilise Nielsen Homescan and Consumer Tracking data (via FiftyFive5) to monitor the ongoing results of the program
- FiftyFive5 has been instrumental since 2015 in setting up the changeover to Australian Mushrooms in terms of understanding consumer behaviour and planning the strategy to guide the communication. Alan King, Partner, FiftyFive5, joined the meeting to provide a presentation and overview of the program including the tracking results of Wave 6 of the campaign.

Day 1 – Crisis Management Update

Patrick McClelland, Porter Novelli joined the meeting to provide the SIAP with a presentation and update on the project, which is to prepare a relevant, fit for purpose, reputational risk management framework for the industry, and one that ensures that there is cross industry coordination in time of need.

Porter Novelli has produced a crisis management plan, which will have been viewed by some SIAP members, and which is a protocol and framework for response that: sets objectives and guiding principles for communication, establishes protocols and procedures for growers and industry representatives, and identifies key reputational risks and recommendations.

Day 1 – Communications Project Update

Team Rowley joined the meeting by telephone to provide an update on the Mushroom communications plan due to conclude in March 2019, and the next steps in the procurement process.

- The project is intended to manage the flow of information, to create awareness of the activities undertaken on behalf of growers, to make sure there is understanding how the levy funds are being invested and motivate and encourage growers to participate and take up some of the R&D that has been completed on their behalf

Day 1 – Marsh Lawson Research Centre Update

- Gordon Rogers, Applied Horticulture Research joined the meeting by telephone to provide an update on the Marsh Lawson Research Centre and provide input on the makeup of the Steering Committee. The focus has largely been on reviewing project ideas and developing them into a form that can be referred to the SIAP. Of the 20 reviewed, seven have been submitted through the portal for SIAP review.

Day 2 – R&D Update

Day 2 – Educating Stakeholders on the Benefits of Mushrooms Update

Ms Fayet Moore: presented an overview of the project as it was approved—noting this may change based on the outcomes of a proposed workshopping day that will be organised to finalise and fine-tune the carriage of the project; an outline of the team involved in bringing it together; touched on the systematic literature review; proposed events and communications; and next steps.

Day 2 – Waste Streams Project Update

Re-use of mushroom waste/looking for novel ways to manage waste/value adding. Dr Scott Needham, Xinova, and project collaborators Paul Barnett and Kyle Kessler, joined the meeting to provide an update on this project, on the approach that is being taken, and seeking feedback. A minimum of 25 solutions to the opportunities will be identified by the end of phase 1. This will be reduced to five key solutions, at least one of which will be recommended as a prime opportunity by the end of phase 2.

Day 2 – Pest and Disease Management Project Update

Brenda Kranz, R&D Manager, Integrated Pest and Disease Management, Hort Innovation; Judy Allen, Consultant; and Warwick Gill, University of Tasmania joined the meeting via telephone to provide a presentation, review and discuss Project MU16003. The project commenced in late 2017 and is tasked with delivering new farm-focused resources and education, and with maintaining AGORA, the industry's web-based pest and disease management knowledge database, established in earlier levy-funded work. The project's goal is to reduce the threat and costs of both endemic and exotic mushroom pests and diseases. Brenda Kranz also provided an overview of the outcomes of the first Project Reference Group meeting, which it is anticipated will be held face-to-face at least annually, as well as teleconferences as required.

Contact

Contact: John Vatikiotis 0429 022 637 email: john.vatikiotis@horticulture.com.au