

## Mushroom Strategic Investment Advisory Panel meeting summary

---

**Date:** 8 September 2016

**Location:** Hort Innovation (Sydney Office)

**Next Meeting:** 1 December 2016

**Attendance:** Matthew Fensom, George Haggar, Sally Heukers (AMGA), Kevin Tolston, Mick Surridge, Stephen Willemse, Elisa Siliato, Bob Granger, John Vatikiotis (Hort Innovation), Monique Emmi (Hort Innovation), Anthony Kachenko (Hort Innovation), Philippa Lorimer (Hort Innovation), Jodie Pedrana (Hort Innovation), Ben Callaghan (Hort Innovation), Ben Leigh (D2C), Alan King (Fifty Five 5), Lizzie Pottinger (Fifty Five5), Pat Abraham (Consultant SIP)

---

### Overview

The SIAP was held on September 8, 2016 with a focus on the Mushroom Marketing Program, the development of the Mushroom Strategic Investment Plan, R&D concept reviews and investment strategies. Reviewed the Marketing Campaign and results – TV, digital and OOH (Out Of Home Media). Some of the key points included:

- Ben Leigh from D2C gave a presentation relating to In-Store and Events, and discussed this with the meeting
- The conversion rate from in-store events was higher in winter than in summer.

Special events for mushrooms were listed, together with indicative attendance. These included events such as the Shows in Sydney, Brisbane, Adelaide and Melbourne; the Good Food Show, Taste of Melbourne, Newtown, and GFWS Melbourne (Wine show).

Alan King and Lizzie Pottinger from Fifty Five 5 gave a presentation on external campaign tracking. This included two parts:

- An online survey conducted pre-campaign
- A survey conducted post-campaign, and for which the demographics were matched with the pre-campaign survey.

### SIP update with Pat Abraham

Pat Abraham gave an update on the development of the Strategic Investment Plan (SIP). He indicated that he had spoken with each member of SIAP. Marketing emerged as the biggest opportunity, including:

- The consultation process is across a few stages, ranging from 1 on 1 industry engagement, survey opportunities, SIAP engagement, Mushrooms SIP Workshop & final SIP industry validation.

### R&D Current Projects Advice

Philippa Lorimer spoke to the risk management program. There was discussion about certification, and farms that are not directly selling to retailers will be required to use one of four certifications in the future (the changeover period is 2018). Fresh Care is one of these certifications, and it does include an annual on-site audit. Industry has a coordination and communication role.

There was discussion of the Plant and Disease Management Research Services concept.

There was a discussion with Jodie Pedrana in regards to chemical permits. The top priorities for all of agriculture are to be prepared in the first half of next year.

Anthony Kachenko spoke about the Co-investment fund (Pool 2). He explained the components of the leadership including the Global Masterclass, PhD Scholarship Program.

### **R&D Workshop Overview**

The meeting was provided with an overview of the R&D Roundtable. One aim will be to identify short and medium term R&D opportunities across the whole value chain. Bio security and other matters would also be addressed.

### **Next steps**

- Evaluation Panel to be developed for the Mushroom Crisis Management Review Project
- Pat Abraham/Hort Innovation is to set a date for the workshop and this is to be circulated to industry
- A number of concepts have been put forward for further evaluation and to the open market for procurement
- Hort Innovation is to schedule approximately one SIAP meeting every three months for the 2016/17 financial year.

### **Contact**

For more information, please contact:

John Vatikiotis on: T: 02 8295 2384

E: [john.vatikiotis@horticulture.com.au](mailto:john.vatikiotis@horticulture.com.au)