

Nashi Strategic Investment Advisory Panel (SIAP) meeting summary

Date: 29 August 2019

Panellists: Cameron Carter, John Magarey, Steven Singh, Michael Crisera, David Hunt-Sharman

Observer: Richard Bennett

Location: Shepparton VIC

Next Meeting: Teleconference call early November 2019

Summary

Inaugural meeting of the Nashi Industry Strategic Investment Advisory Panel

The purpose and objective of the meeting:

- To review a 5 Year financial forecast with discussion on future projects including both levy funded and Hort Frontiers
- To provide a Hort Innovation update with advice on new R&D concepts
- To confirm the next Nashi SIAP meeting

Nashi important links:

- [Nashi Fund](#)
- [Fund management](#)
- [Research reports, publications, fact sheets and more](#)

Advice received and next steps as at 29 August 2019

R&D Levy Fund:

- **Hort Frontiers Leadership Fund:** Intention is to identify, build and empower future leaders at all stages of their career. The SIAP indicated future interest (particularly in the masterclass) but also noted difficulties associated with timing. The masterclasses are now going to be offered twice a year which may address this issue for the Nashi Industry.
- **Communications:** The primary aim of Hort Innovation's levy funded communications investments is to ensure that growers are aware of outcomes from R&D projects and to improve industry adoption of best practice. Investments in this space focus on providing R&D content to growers through channels such as industry magazines, newsletters, website content, fact sheets, grower field days, webinars, media releases, social media etc.

The Hort Innovation website already has its own Nashi grower page [here](#). As the levy begins to be invested into new initiatives, this section of Hort Innovation's website will come to house key information including updates on levy fund management; details on the industry's investments and their progress; resources and tools relating to investments; and plenty more.

Fund annual reports are produced at the end of the financial year and are made available to growers via our website. It will include a list of R&D projects in the fund along with summaries on each project, minor use permit updates, and a financial statement. As an example, have a look at the 2017/18 annual report for the apple and pear industry [here](#)

- **Nashi pear consumer research:** The SIAP considered that given the unique properties of Nashi, that stand-alone consumer research will be required. However, there is uncertainty as to what kind of data is required with further time to consider:

- a) FiftyFive5 Pear report
- b) outcomes identified in the strategic planning session
- c) behavioural data available through harvest-to-home prior to making any investment decision. The SIAP would also like to understand the major retailers' issues regarding value and volume of Nashi in the market.

Hort Innovation agreed to organise a teleconference between Data & Insights and Marketing and the SIAP to be held in early November 2019 to identify what consumer research questions need to be answered to assist the Nashi Industry.

- **Access to new varieties for Australian Nashi growers:** The SIAP support the opportunity to investigate varietal opportunities and establishment of key relationships for the Nashi Industry during key researchers upcoming visit to Japan, Korea and China already occurring on behalf of the Persimmon Industry.
- **Chemical thinning of Nashi:** The SIAP acknowledged that thinning of Nashi is a significant issue for the industry that must be addressed but did not support this concept in its current form. The SIAP considered that a number of approaches could potentially be trialled on farm for less money following an initial literature review. A literature review looking at innovative approaches to thinning in Nashi, in other crops physiologically similar to Nashi, tested in Australia and/or overseas is recommended as the starting point before further research options are scoped..

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

Talk to us

If you want to know more, you can talk to us in person at upcoming events or connect directly with the Nashi Relationship Manager.

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