

Onion Strategic Investment Advisory Panel meeting summary

Date: 10 July 2017

Attendance:

Cath Botta (Chair)
Julian Shaw
Peter Shadbolt
Richard Jones
Tony Higgs
Steve Rathjen

Yvonne Smith
Kees Versteeg
Michael Rettke
Bradley Mills
Sam Lawrence
Craig Perring
Miriam O'Brien (Minute taker)

Location: Melbourne, VIC

Next Meeting: 10 October 2017

Overview

The key purpose of the meeting was to:

1. Provide feedback regarding the final draft of the onion Strategic Investment Plan (SIP)
2. To prioritise the objectives, strategies and actions identified in the SIP
3. To assess project concepts received and to develop the scope for key investment priorities.

The Strategic Investment Advisory Panel (SIAP) recommended to the Hort Innovation Board that the Onion SIP (2017 -21) be endorsed. The SIP will now be made public on the Hort Innovation website and will be used as the basis for future investment prioritisation.

The SIAP was provided an overview of the 2017 onion domestic marketing plan based on the current 'Secret Serve' campaign with proposed activities to include in-store demonstrations, e-book and recipe development, a social media campaign and a health report.

An overview of the Vegetable export plan and the onion industry involvement in it was provided by Hort Innovation. This included recommended export market priorities in both Asia and the Middle East. An onion industry export market development plan is to be produced to provide a focus for future export market development investments.

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

Next steps

One of the key activities of the SIAP will be to assist in the development of priority investments identified as part of the new SIP for the industry.

Contact

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