

Persimmon Strategic Investment Advisory Panel meeting summary

Date: 9 September 2020

Panellists: Alison Fuss, Brett Del Simone, Brett Guthrey and Rodney Dalton

Location: Video conference

Summary

The objective of the meeting was to seek advice on the Marketing Program and draft Persimmon Annual Investment Plan for financial year 2020-21. To support this a full Fund Financial update was provided.

Persimmon industry important links

- [Annual Report 2019/20](#)
- [Fund management](#)
- [Strategic Investment Plan](#)

Advice received and next steps as of 9 September 2020.

R&D Fund:

- **Persimmon Industry Communications Program:** The SIAP supported investment to continue the Persimmon Communications Program. Next steps are to progress to an open tender for review by an Evaluation Panel, comprising of growers and technical expert, prior to contracting.
- **Market Intelligence and Export Strategy:** The SIAP did not support this investment at this time and recommended deferring further advice until the outcome of the Thailand study is known. In the meantime, interest in export should be canvassed during the SIP consultation process to better understand the interest and priority for investment in exports.
- **Management of Persimmon dieback:** SIAP support in principle the use of levy funds to invest in Management of Persimmon Dieback. Persimmon Australia and Hort Innovation to keep a watching brief on the need to utilise levy investment for a project in this area as more information becomes available.

Marketing Fund:

- **Persimmon Marketing Program FY21:** The SIAP did not support the Marketing Program in its current form and provided feedback which will be incorporated into a revised Marketing Program for final advice.

Anyone seeking further information on the Persimmon industry R&D or Marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Persimmon industry page of the Hort Innovation website.

Talk to us

If you want to know more about these or any other investments, you can talk directly with the Persimmon Industry Strategic Partner.

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