

Persimmon Strategic Investment Advisory Panel meeting summary

Date: 1 August 2016

Location: Brisbane

Next Meeting: Early 2017

Attendance: Rod Dalton, Alison Fuss, Brett Guthrey, Nick Hobbs, Astrid Hughes (Hort Innovation), Monique Emmi (Hort Innovation), Tim Archibald (Hort Innovation), Andy Harvey

Overview

The inaugural meeting addressed governance, roles and responsibilities and outlined the strategic focus of the panel.

A description of the new processes and systems within Horticulture Innovation was explained and communication and delineation between Pool 1 (Levy) funds and Pool 2 (Co investment) presented.

The marketing campaign for 2015/16 was presented by the marketing manager with the media uptake for the year a highlight and the health benefits through the blogging event particularly valuable.

The current program overview included a presentation of the financial position, concepts/current projects and summaries which was followed by a workshop session on the Strategic Investment Plan (SIP).

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

Next steps

The International Persimmon Symposium and outcomes from attendance will feed into the development of the Strategic Investment Plan (SIP). The development will need wider consultation sought through grower surveys and communication with key stakeholders before the end of the year.

Contact

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