

Raspberry and Blackberry Fund Strategic Investment Advisory Panel meeting summary

Date: 16 October 2018

Attendance: Jeff Mathews, Richard McGruddy, Nicholas Miall, Phil Rowe, Brad Mills, Alison Kelly (Chair), Alison Anderson, Olivia Grey, Caroline Nass (Minute Taker)

Location: Teleconference

Next Meeting: Wednesday 6 March 2019

Overview

The purpose of this meeting was to discuss/prioritise potential investments for the 2018/19 domestic raspberry and blackberry marketing and development plan.

Hort Innovation Marketing Manager Olivia Grey provided an overview of the background and knowledge of the industry and proceeded to talk to the 2018/19 Raspberry and Blackberry Marketing Campaign distributed to the panel prior to the meeting. Highlights include:

- Nielsen Homescan data and snacking trends which provided insight into household penetration, volume and value per occasion and usage trends
- Consumer tracking provided insight into product perceptions, barriers to purchase and reasoning behind purchases
- Price index between fresh and frozen barriers and consumer preference
- Alternative marketing possibilities in the berry territory including YouTube
- Learnings and implications from the collected data and how this can be utilised to increase penetration.

The SIAP recommended a range of marketing initiatives for the 2018/19 marketing program including:

- Social Media
- Public Relations
- In-store sampling
- YouTube

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

Next steps

Hort Innovation will develop the recommended marketing program initiatives to be rolled out commencing in the next few months.

Contact

Brad Mills: Relationship Manager: 0408 635 465 bradley.mills@horticulture.com.au