

Raspberry & Blackberry Strategic Investment Advisory Panel meeting summary

Date: 28 November 2016

Attendance: Jason Schmidt, Jeff Mathews, Jon Gleeson, Kate Sutherland, Nic Hansen, Richard McGruddy, Nicholas Miall, Phil Rowe, Brad Mills, Stuart Burgess, Brian Ramsay

Location: Melbourne Airport

Next Meeting: End of February/ early March 2017

Overview

The panel reviewed the initial draft of the Australian Strawberry Strategic Industry Plan (SIP) with consultant Brian Ramsay (Innovact). Brian will review and revise the draft SIP, including the strategies and outcomes, in light of the Strategic Investment Advisory Panel (SIAP) discussion. Some of the key points raised in the discussion included:

- Export needs to be a major focus. It could take another five or ten years to get into some export markets – especially where import protocols are required. Also, it takes a long time for a grower to gear up for export - they can't afford to wait and then react
- With increasing production capacity, there is a need to look at ways of growing average domestic market per capita consumption, demand and profitability
- Biosecurity – potential threats such as Spotted Wing Drosophila need to have plans in place in order to be efficiently managed.

Anyone seeking further information on Hort Innovation's raspberry and 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 and blackberry industry webpage of the Hort Innovation website.

Next steps

The draft SIP will be revised, including the strategies and outcomes, in light of the SIAP discussion. There will be an impact assessment across the plan developed as well as appropriate monitoring and evaluation measures that will allow industry to monitor the progress of the plan over time.

Hort Innovation will make a draft Raspberry & Blackberry Industry SIP available and invite comment from levy payers.

Contact

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