

Strawberry Strategic Investment Advisory Panel meeting summary

Date: 2 October 2018

Attendance: Alison Kelly (Chair), Luigi Coco, Roger Broadley, Mark Conroy, Malcolm Parker, Jenny Van de Meeberg, Brad Mills, Michael Rogers, Alison Anderson, Penny Measham, Alok Kumar

Location: Parkroyal Hotel, Melbourne Airport

Next Meeting: March 2019

Overview

The purpose of this meeting was to:

1. To discuss/ prioritise potential investments in key investment areas of export strategy and crisis management.
2. Assess project concepts received and develop the scope of key investment priorities.

Hort Innovation Trade Manager Jenny Van de Meeberg gave the trade update and led the discussion on the export strategy following advice from the Strawberry Export Working Group meeting held on 14th August 2018 in Perth.

The SIAP also reviewed and provided advice on several investment initiatives including:

- Berry industry crisis management plan
- Consumer research
- Spotted Wing Drosophila IPM control methods
- Communications and Industry Development Programs
- Robotics/ automation desktop study

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 R&D concepts into 'Request for Proposal' (RFP's) to be tendered out over the next few months.

Potential project collaboration opportunities with other berry industries will be considered as part of this process.

Contact

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