

Strawberry Strategic Investment Advisory Panel meeting summary

Date: 2 March 2017

Attendance: Luigi Coco, Neil Handasyde, Roger Broadley, John Calle, Kate Sutherland, Brad Mills (Hort Innovation), Stuart Burgess (Hort Innovation), Brian Ramsay

Location: Melbourne – Mantra Tullamarine

Next Meeting: Late September 2017

Overview

The panel reviewed the final draft of the strawberry Strategic Investment Plan (SIP) with consultant Brian Ramsay (Innovact) following a SIP Workshop held earlier during the day which included representatives from Strawberries Australia Inc (SAI). Brian provided a summary of feedback received from industry following the recent industry public comment period. Feedback was received from several state associations as well as a number of individuals. This feedback will be incorporated, as appropriate, into the final version of the SIP.

The panel also made recommendations for initial investment priorities using the new SIP. These included the development of a strawberry export plan, variety development program, consumer insights, and health and nutrition attributes of strawberries.

The panel also discussed a number of project concepts including the New Variety Growing Evaluation and the National Strawberry Breeding program.

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

Next steps

Hort Innovation will make the final Strawberry Industry SIP available on their website in the near future.

Contact

For more information please contact:

Brad Mills on: T: 03 9691 3523

E: bradley.mills@horticulture.com.au