

Summerfruit Strategic Investment Advisory Panel meeting summary

Date: 21st June 2018

Location: Brisbane, Sebel Hotel

Attendance: SIAP: Ian McAlister, John Moore, Andrew Finlay, Michael Batinich, Kelvin Free, Mark Wilkinson, Michael Trautwein, Mark O'Connell (National Horticulture Research Network).

Hort Innovation: Mark Spees, Stuart Burgess, Dianne Phan, Jenny Van de Meeberg, Ashley Zamek

Chair: Richard de Vos

Guests: Marilyn Hill (Independent note taker)

Apologies:

Overview

The summerfruit Strategic Investment Advisory Panel (SIAP) was held on June 20th & 21st, 2018. Panellists utilised the summerfruit Strategic Investment Plan (SIP) 2017-2021 to guide discussion and advice for future investments in marketing, trade, research, development and extension.

The Chair, Richard de Vos, opened proceedings, welcoming all panel members and confirmed meeting objectives, governance and any conflict of interests.

The summerfruit Fund Manager presented a financial update which included:

- 2017-2018 Levy forecast receipts (R&D and marketing)
- 4 year forecast (2018 – 2022) for R&D and marketing
- Contracted R&D and marketing projects 2017-21
- Strategic Investment Plan gap analysis

Mark Spees, Relationship Manager, presented an update on Hort Innovation along with status updates on previous meeting minutes.

Dianne Phan, summerfruit Marketing Manager, presented the following for noting, discussion and advice:

- 2017-2018 domestic and export marketing results.
- Key learnings and opportunities for improvement.
- Consumer behavioural and retail data for fresh produce.
- Proposed 3 Year domestic and export marketing strategy.
- Consumer behavioural and retail data for fresh produce.
- Taste Australia retail program.

Jenny Van Meeberg, Trade Manager, updated the panel on trade projects and matters requiring industry advice which included:

- Export Readiness and Market Access
- Export Strategy
- Systems Approach

- Taste Australia – R&D and Trade Expos

The following Research, Development and Extension concepts were discussed at length:

- Summerfruit industry communications program
- Improving onshore cold treatment protocols
- Parasitoids for the management of fruit flies (Diptera: Tephritidae)
- Summerfruit post-harvest best practice
- Understanding and managing risks to productivity in deciduous fruit from changes in winter chill
- Improving access to new germplasm through faster and more accurate diagnostics (PBRI)
- Growing leaders course
- FGVL horticultural conference
- Taste Australia retail R&D

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

Next steps

- It was advised that several concepts be supported for investment.
- It was agreed that the SF SIAP would meet face to face in June 2019.

Contact

For more information, please contact Mark Spees, Relationship Manager for the Summerfruit Industry:

T: 0439 574 173

E: mark.spees@horticulture.com.au