

## Summerfruit Strategic Investment Advisory Panel (SIAP) meeting summary

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**Date:** 11 July 2019

**Panellists:** Richard de Vos, Mark Wilkinson, Andrew Finlay, Michael Trautwein, Ian McAlister, Kelvin Free and Mark O'Connell

**Location:** Sydney, NSW

**Next Meeting:** July 2020, North Sydney, NSW

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### Summary

The purpose and objectives of the meeting:

- To review the 5 Year Financial Forecast and Strategic Investment Plan analysis on current and future projects including both levy funded and Hort Frontiers.
- To provide a Hort Innovation and key project update for advice on Research & Development (R&D) and marketing concepts.
- To re-confirm Summerfruit SIAP meetings for next 18 months.

### Summerfruit important links:

- [Summerfruit Fund](#)
- [Fund management:](#) (Annual Report 2017/18, Summerfruit Strategic Investment Plan)
- [Your investments](#)
- [Research reports, publications, fact sheets and more](#)

### Advice received and next steps as at 11 July 2019.

#### **Marketing Fund:**

- **Change from Summerfruit to Stonefruit:** The SIAP supports Hort Innovation investigating and then changing the terminology from Summerfruit to Stonefruit to reflect the terminology used by consumers.
- **Domestic marketing program 2019/20:** The SIAP supports Hort Innovation implementing the domestic marketing program as presented, with:
  - Hort Innovation working with two SIAP panellists to scope the RFP for the instore promotion component giving consideration to pricing of premium fruit and to involving Aldi in instore promotions.
  - Hort Innovation is to reconfirm advice from the SIAP if any component is likely to increase its budget by more than 10%.
- **Export marketing program 2019/20:** The SIAP supports Hort Innovation implementing the export marketing program as presented (Marketing fund).

#### **R&D Fund:**

- **Asia fruit Logistica and China FVF:** The SIAP supports Hort Innovation funding industry attendance at Asia Fruit Logistica and China FVF.
- **Market Access Trade Development:** The SIAP supports Hort Innovation proceeding to RFP, with the scoping and contracting of new investment to be seamless .
- **Taste Australia Retail R&D:** The SIAP supports Hort Innovation investing in this project from the Summerfruit R&D Fund (content only).

- **Across horticulture support for achieving export MRL compliance:** The SIAP supports Hort Innovation investing in this concept from the Summerfruit R&D Fund.
- **Users Guide for Fumigation of Stonefruit:** The SIAP supports Hort Innovation including this work in the scoping for the project replacing SF17000.
- **Biosecurity preparedness through developing capacity for In-field detection of Spotted Winged Drosophila:** The SIAP supports Hort Innovation investing in this concept from the Summerfruit R&D Fund.
- **Mitigating the potential spread of Xylella fastidiosa (Xf) by understanding vectors:** The SIAP supports Hort Innovation investing from the Summerfruit R&D Fund.
- **Increasing Summerfruit Demand and Consumption:** The SIAP does not support Hort Innovation proceeding to RFP because some of the work is already covered and the cost would be too high.
- **Inking rain damage on peaches and nectarines:** The SIAP does not support Hort Innovation proceeding with this concept as information is already available.

Anyone seeking further information on Hort Innovation's Summerfruit R&D and/or Marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Summerfruit webpage of the Hort Innovation website.

#### Talk to us

If you want to know more about these or any other investments, you can talk to us in person at upcoming events or connect directly with the Summerfruit Industry Relationship Manager.

Upcoming events:

- Summerfruit Australia Ltd AGM, Thursday 12<sup>th</sup> September 2019, Swan Hill.

If you want to know more, you can talk directly with the Summerfruit Industry Relationship Manager.

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