

## Sweet Potato Strategic Investment Advisory Panel meeting summary

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**Date:** 13 Jun 2017

**Attendance:** Rodney Wolfenden, Eric Coleman, Sam Tully, Linda Zunker, Matthew Prichard, Troy Prichard, Marilyn Hill (Minute taker), Christian Patterson (Hort Innovation), Greg Murdoch (Hort Innovation), Monique Emmi (Hort Innovation), Craig Perring (Hort Innovation) & Robert Granger (Chair)

Apologies: Dean Akers

**Location:** Bundaberg

**Next Meeting:** TBC – September/ October 2017

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### Overview

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The sweet potato Strategic Investment Advisory Panel (SIAP) convened a meeting in Bundaberg, QLD on June 13, 2017.

The sweet potato meeting held a discussion around the separation of the R&D Levy from the Vegetable levy. There was also discussion on the formation of the Strategic Investment Plan (SIP) and ensuring a collaborative approach with work already done in this space to ensure maximum results for the sweet potato industry.

The SIAP then spent a considerable amount of time, after the initial update from Greg Murdoch on the financials and the SIP, discussing the current marketing program. The success of this current program has allowed Hort Innovation to present to the SIAP the marketing plan for the following 3 years.

The plan was unanimously approved and received a recommendation by the SIAP members.

This SIAP identified a need also in reviewing any new concepts which had been submitted to Hort Innovation through the concept portal as well as directly to the Relationship Manager (RM) Christian Patterson.

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

### Next steps

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- RM is to present a bundled package of all the slides and presentations to the SIAP for review
- Next SIAP meeting to be scheduled in Sept/Oct 2017

## Contact

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