

Sweet Potato Strategic Investment Advisory Panel meeting summary

Date: 20 February, 2018

Attendance:

SIAP Members: Eric Coleman, Linda Zunker, Rodney Wolfenden, Troy Prichard, Sam Tully & Matthew Prichard

Hort Innovation: - Elisa King & Christian Patterson.

External Presenters: - Brian Ramsay, Emile Van Schalkwyk, Andrea Brydges & Ben Leigh

Chair: Robert Granger

Apologies: Dean Akers

Location: Bundaberg Business Enterprise Centre, Bundaberg

Next Meeting: Face-to-face (Sep / Oct 2018)

Overview



Hort Innovation convened a meeting of the sweet potato Strategic Investment Advisory Panel (SIAP) in Bundaberg on February 20, 2018.

This meeting was focused on the following areas.

- (A) Sweet Potato fund financial position
- (B) Strategic Investment Plan (SIP) update and
- (C) Sweet Potato Marketing Plan for the next 3 years.

The panel's research and development (R&D) discussions focused on the biggest issue at the moment, being nematodes. The panel indicated its support for the development of a project addressing this issue in the near future.

Discussions were also held in relation to the strategic investment plan, which is nearing completion. The panel provided feedback on the draft plan and will have a further opportunity to have input in coming weeks.

A strong marketing program is considered to be a critical contributor to the growth of the industry in coming years. A three year plan has been developed and marketing activity is being implemented in a number of areas. The panel received updates on the activities undertaken to date and provided feedback to Hort Innovation.

If you are interested in hearing more about any of the programs mentioned above, or if you have a problem you'd like to see addressed by the R&D program please contact the sweet potato Relationship Manager, Christian Patterson or submit your R&D ideas directly through the concept portal on Hort Innovation's website (see: <http://horticulture.com.au/about/investing-is-our-business/concept-proposal-form/>).

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



The next face to face meeting is still to be determined but will be around September or October 2018.

Contact



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