

Table Grape Fund *R&D/marketing* Strategic Investment Advisory Panel meeting summary

Date: 25 August 2020 & 16 September 2020

Panellists: Domenic Sergi, Roger Fahl, Richard Lomman, Jeff Scott, Mark Krstic, Enrique Rossi, Brendan Larkin

Location: Zoom teleconference

Next Meeting: TBA

Summary

The objectives of this meeting:

- Fund update
- Marketing and trade campaigns update
- Seek advice on the draft Table Grape Strategic Investment Plan
- Seek advice on international and domestic marketing plans

Table Grape Fund important links

- Annual Report 2018/19 - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/fund-annual-report-pdfs-201920/hort-innovation-annual-report-2019-20-table-grape-fund.pdf>
- Fund management - <https://www.horticulture.com.au/growers/table-grape-fund/fund-management/>
- Strategic Investment Plan - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-pdfs-new/hortinnovation-sip-table-grape-2017-2021.pdf>

Advice received and next steps as of 16 September 2020

R&D or marketing fund:

SIAP supported the following investment recommendations:

- **Market access and trade development** – SIAP supported this investment recommendation with additional consideration be given to allow for further response to new market opportunities should they arise (e.g. new varieties in Japan, or opening up of US markets due to acceptance in relation to LBAM).
- **Alternative export communication** – SIAP supported the development of an alternative small scale investment to communicate to Asian export markets for the table grape industry, communicating that they remain open for business, who they should reach out to and when. Hort Innovation are advised to use existing footage, and with the addition of two grower interviews closer to the season and made available for virtual activities such as Asia Food Logistica.
- **Domestic marketing** – SIAP supported this investment with the inclusion of a WA Bespoke program.
- **International marketing plan** – SIAP supported this investment.

SIAP **did not** support the following investment recommendations as it was agreed that they were not a priority for the industry:

- Develop a platform microwave technology for diverse uses in horticulture.

- Crop management return on labour interventions.
- Managing for high temperature and sun damage.
- Pre-emptive research into the risk posed by spotted lantern fly to Australian horticultural industries.
- Table grape industry analysis portfolio options.
- Trade Promotional Seminar – digital platform

Anyone seeking further information on the Table Grape Fund 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 Table Grape Fund pages of the Hort Innovation website. [Here](#)

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 Table Grape Fund's Industry Strategic Partner.

Upcoming events:

- Nil

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Dumisani Mhlanga

Industry Strategic Partner

P: 0447091186

@: dumi.mhlanga@horticulture.com.au

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