

Apple & Pear Strategic Investment Advisory Panel meeting summary

Date: 18 and 19 September 2017

Location: Royce Hotel Melbourne

Attendance: SIAP: Scott Dunk, Craig Chester, Robert Green, Peter Hall, Kevin Sanders, John Power, Barny Hyams, David Williams (National Horticulture Research Network). Hort Innovation: Mark Spees, Stuart Burgess, Monique Emmi, David Moore, Michael Rogers, Sam Lawrence, Roxanne Portolesi

Chair: Richard de Vos

Guests: Tristan Kitchener (Kitchener Partners), Coles & Woolworths representatives, Darren Keating via phone (PMA), Marilyn Hill (Independent note taker)

Apologies: Phil Pyke, James Walters

Overview

The apple and pear Strategic Investment Advisory Panel (SIAP) was held on September 18th & 19th, 2017. Panellists utilised the apple and pear 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.

Stuart Burgess, Funds Manager presented a financial update which included:

- 2016-2017 Levy receipts (R&D, apple marketing and pear marketing)
- 4 year forecast for R&D, apple marketing and pear marketing
- Current projects

A gap analysis workshop was conducted by Mark Spees, Relationship Manager. Current investments were reviewed to the four outcomes and twenty-eight strategies in the apple & pear SIP 2017-2021.

Monique Emmi, Marketing Manager presented and conducted discussions on marketing covering:

- Australian Pears – Review of domestic campaign results
- Aussie Apples – Review of domestic campaign results
- New Aussie Apples website
- Apple Netball sponsorship
- Databar workshop with major retailers and PMA
- Promoting cider made with 100% Australian Apples
- Apples Mobile Snacking Cart for events
- Image & Multi Media library

Roxanne Portolesi presented an update on Hort Frontiers - Strategic partnership initiatives in the Health, Nutrition and Food Safety Fund. With the recently completed Fruit, Vegetable & Diet Score CSIRO report discussed at length.

Michael Rogers General Manager of trade and Sam Lawrence Trade Manager conducted a trade update which included SIAP discussion and advice on the following:

- Apple and Pear Export Readiness and Market Access
- Industry Engagement with China
- Strategic Engagement with China, Japan, India and Indonesia
- Systems Approach

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

- Apple and Pear Technical Adviser Program
- Implementing the Apple and Pear Biosecurity Plan
- Phosphorus acid for the control of Phytophthora in apples and pear
- A low residue program for apples and pears
- Investigating the Indonesian market for irradiated Australian apples
- Increase European Export of apples with proven assistance of technologies

Tristen Kitchener of Kitchener Partners conducted a group workshop with the SIAP on developing a category management plan.

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

Next steps

- It was advised that several concepts be supported for investment
- It was advised that several reference groups be established to assist on scoping request for proposals (RFPs)
- It was agreed that the AP SIAP would meet face to face in 2018 pre harvest late February early March and then again post-harvest around August/September.

Contact

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