

Apple & Pear Strategic Investment Advisory Panel Meeting Summary

Date: 20th -21st March 2017

Location: Hort Innovation office Sydney

Next Meeting: June/July 2017

Attendance: SIAP: Phil Pyke, Scott Dunk, Craig Chester, Robert Green, Peter Hall, Kevin Sanders, James Walters, John Power, Barny Hyams, David Williams (National Horticulture Research Network). Hort Innovation: Mark Spees, Stuart Burgess, Graeme Yardy, Monique Emmi, Michael Rogers, Anthony Kachenko, Brenda Kranz, Peter Whittle, Sharyn Casey, Andrew Farmer
Chair: Richard de Vos Guests: Natalie Musico (IKON), Andrea Brydges (Bite Communications)

Overview

The Strategic Investment Advisory Panel (SIAP) was held on March 20th & 21st, 2017. The focus was on the next five years covering finances, apple and pear Strategic Investment Plan (SIP) 2017-2021, new marketing campaigns for both apples and pears, trade and the development of new R&D concepts.

Stuart Burgess presented a financial update which included:

- Levy forecast for Research and Development (R&D), apple marketing and pear marketing
- Five year financial forecast
- Current projects with a gap analysis to the SIP

The SIAP discussed prioritisation of the strategies in the (SIP) 2017-2021.

A marketing session was conducted by Graeme Yardy with guest speakers from IKON Communications and Bite Communications covering:

- The new Apple TVC “Get your Crunch On”
- “Get your Crunch On” campaign activation & PR strategy
- Grower tool kit, brand assets and web site updates
- Apple Netball sponsorship and ambassadors
- Pear marketing campaign, PR strategy and brand ambassador
- Category Management and the concept: Quality Control (QC) along the supply chain

Michael Rogers GM of trade conducted an update which included SIAP discussion and advice on a new concept for future investment in export trade promotions.

Sharyn Casey presented investment opportunities for the apple & pear industry in the leadership fund under R&D Co-investment.

The following R&D concepts were discussed for SIAP advice:

- Australian Cider Awards - Industry-relevant scientific research
- Cider Research and SO₂ levels
- Sanitiser fungicide interactions in apple and pear drench tanks

- Responding to the Needs Analysis for IPM RD&E in the Apple and Pear Industry
- Implementation of IPM in the Australian Apple and Pear industry
- GROW Network
- Improving the biosecurity preparedness of Australian horticulture for the exotic Spotted wing drosophila (*Drosophila suzukii*)
- Agri-technology investment opportunities in the Australian apple and pear industry

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

- The apple & pear SIP 2017-2021 is pending final approval prior to release
- Reference groups will be established to assist on scoping particular request for proposals (RFPs) followed by evaluation panels
- It was agreed that the next AP SIAP meeting would be held in June/July 2017

Contact

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