

Mushroom Strategic Investment Advisory Panel meeting summary

Date: 21 and 22 March 2017

Location: Melbourne, VIC

Next Meeting: 25 May 2017

Attendance:

Name	Role	Name	Role
Matthew Fensom	Advisory Panel Member	John Vatikiotis	Hort Innovation
George Haggard	Advisory Panel Member	Monique Emmi	Hort Innovation
Sally Heukers	Advisory Panel Member	Neil Burgess	Hort Innovation (Part Time)
Elisa Siliato	Advisory Panel Member	Anthony Kachenko	Hort Innovation (Part Time)
Kevin Tolson	Advisory Panel Member	Gordon Rogers	AHR (Part Time)
Steven Willemsse	Advisory Panel Member	Michael Kerstesztz	Sydney Uni (Part Time)
Trevor Jordon	Advisory Panel Member	Andrea Brydges	Bite Communications (Part Time)
Mick Surridge	Advisory Panel Member		
Neal Marland	Advisory Panel Member		
Michael Worthington	Chair		

Apologies:

Trevor Jordan; Neal Marland; Rob Tolson Snr, Mick Surridge

Overview

The Strategic Investment Advisory Panel (SIAP) meeting was held on March 21 and 22, 2017. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

1. Marketing

Monique Emmi (Marketing Manager).

The 1st day focused on the mushroom Marketing Program. There were a number of key themes covered on the day:

- Television Commercials – The SIAP reviewed 4 commercials covering homemade meals, ranging from breakfast to all time greats spaghetti Bolognese and Pizza recipes
- The SIAP are looking at the best possible timeframe for television advertising and will continue to review all possible options for future investment and or re alignment of current schedule

- Andrea Brydges from Bite Communications joined the meeting covering on a number of media results including:
 - ✓ 10.4 million plus reach
 - ✓ Facebook page with over 140% + growth
 - ✓ An additional 2889 followers on Instagram
- Miguel Maestre was confirmed as the Australian Mushrooms ambassador
- Miguel will be taking part in a number of activities, including:
 - ✓ Content creation: developing x7 tips and hacks (videos and images)
 - ✓ Facebook LIVE videos
 - ✓ Event appearances
 - ✓ Media release mention and interviews
 - ✓ Social media sharing
- Preparing for first campaign launch in May
- Miguel will be helping to support all media activity, particularly throughout summer.
- Potential consumer events for mushroom mobile kitchen:

Shows	State	Footfall
Sydney Easter Show	NSW	900,000
Newtown Festival	NSW	80,000
Melbourne Royal Show	VIC	450,000
Good Food & Wine Show	VIC	30,000
Regional Flavours	QLD	80,000
The Brisbane Royal Show	QLD	450,000
Adelaide Royal Show	SA	500,000
Perth Show	WA	400,000

- The SIAP panel discussed a number of strategies focusing on the food service market. A number of ideas were reviewed ranging from Award Programs, Mushroom Master Classes and targeted Chef Programs
- The ideas will be further scoped and presented back to the SIAP panel in the very near future.

2. R&D Roundtable workshop

This session was an extension to the R&D roundtable workshop late last year. The original workshop developed 19 ideas for further scoping. The following ideas were discussed:

1. Succession Planning – R&D and E
2. Food Safety - Implementation & preparedness
3. Lack of growth in consumption
4. Research communication & industry extension
5. On farm benchmarking data to inform decision making (energy inputs, yields)
6. Energy/water efficiencies due to increased costs

7. Compost from inputs – pesticides from straw, pallets in chicken litter, any chemicals, compliance stringency
8. Disease resistance
9. New controls – biological & chemical, exotic & emerging disease
10. Risk management – International linkages, participate in overseas R, D & E, communicate with industry
11. Lack of good on farm bio security practice
12. Understanding supplementation/nutrition to drive yield
13. Access to improved genetics
14. Industry agreed best practice pesticide use
15. Regulatory cost of crop control registration
16. OHS constraints – Changing historical practices
17. Illegal access to disinfectants
18. General lack of knowledge
19. Waste management.

3. Marsh Lawson Centre

- The SIAP panel is exploring a Centre of Excellence approach for the existing Marsh Lawson centre. The SIAP panel was presented with a future vision and outlook from AHR & Sydney University representatives. Further details to be presented at the upcoming meeting in May 2017

4. Project Reviews

- Further presentations and discussions on the Pest & Disease project took place. The panel will reconvene in 2 weeks to discuss potential next steps. The Communications project was reviewed and an update provided including KPI's to the SIAP panel.

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

Next steps

- Teleconference on the 12th of June
- Next SIAP on the 25th of May

Contact

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