

Papaya Strategic Investment Advisory Panel meeting summary

Date: 11th July 2017

Attendance: Joe Zappala, Gerard Kath, Ben Leigh, Robyn Appel, Brad Mills, Craig Perring, Astrid Hughes

Location: via teleconference

Next Meeting: to be confirmed

Overview

The Papaya Strategic Investment Advisory Panel (SIAP) met to progress the investment of the strategic marketing plan for the upcoming year. The key points for discussion, with presentations and detailed outline of activities from the delivery partner D2C were outlined as well as the way forward with in store demonstrations. Further discussion and advice on the marketing campaign included clarity on the Nielsen Data segmentation, leveraging baby expos through social media platforms formally and agreement on specific activities within the campaign.

Anyone seeking further information on Hort Innovation's papaya R&D and marketing investments should note that a full list of projects, together with an overview of the program financials will be available on the papaya webpage of the Hort Innovation website

Next steps

The next meeting will be confirmed pending the results of progressing current priorities for investment from the papaya strategic levy fund investment. It is anticipated that this will be towards the end of the year in alignment with the trials and consumer tasting research flagged.

Contact

Astrid Hughes – 0405 306 334 – astrid.hughes@horticulture.com.au