

Raspberry & Blackberry Strategic Investment Advisory Panel meeting summary

Date: 30 March 2017

Attendance: Jeff Mathews, Jon Gleeson, Kate Sutherland, Nic Hansen, Richard McGruddy, Nicholas Miall, Phil Rowe, Alison Kelly, Brad Mills, Stuart Burgess, Brian Ramsay, Miriam O'Brien

Location: Melbourne Airport

Next Meeting: End of September 2017

Overview

The panel reviewed the final draft of the raspberry and blackberry Strategic Investment Plan (SIP) with consultant Brian Ramsay (Innovact). The final version will be submitted to the Hort Innovation Board for final approval.

There was discussion about the priorities for research under each of the SIP outcome areas. Some of the key points raised in the discussion included:

- Strategies on risk management were considered a priority with a crisis management plan to be developed
- Whilst there is some consumer research already available to some in the industry, providing the industry with new consumer information will help growers develop a greater understanding of consumer expectations for raspberries and blackberries
- Whilst exporting raspberries and blackberries is not a high priority at this stage, developing an export plan that will plan for future needs now is a priority
- Establish and prioritise the constraints and influences on productivity improvement is a priority for the industry. These could include, pest and disease management, labour, waste management, new production techniques and fruit quality – especially taste and flavour.

The panel also reviewed a presentation on the 2016-17 domestic marketing program. Berries are currently the number one horticulture category in the domestic retail market in terms of value. Raspberries and blackberries are an increasing component of this category.

A 2017-18 domestic marketing program is to be developed over the coming months for future consideration and advice by the Strategic Investment Advisory Panel (SIAP).

The SIAP also provided advice on a project concept for the control of Red Berry Mite (*Acalitus essigi*).

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

Next steps

The final version of the SIP (once approved) will be provided to industry on the Hort Innovation website and other communication methods. The SIP will be utilised by both the SIAP and Hort Innovation to prioritise future research and development as well as marketing investments for the raspberry & blackberry Industry.

Contact

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