

Apple & Pear Strategic Investment Advisory Panel meeting summary

Date: 14th June 2016

Location: Teleconference

Attendance: Phil Pyke, Scott Dunk, Robert Green, Peter Hall, Kevin Sanders, James Walters, John Power, Barny Hyams, John Dollisson, Mark Spees (Hort Innovation), Lisa Troy (Hort Innovation), Graeme Yardy (Hort Innovation), Sharon Casey (Hort Innovation), Stuart Burgess (Hort Innovation)

Overview

The Strategic Investment Advisory Panel (SIAP) teleconference was held on June 14, 2016 with a focus on the development of the apple and pear strategic marketing pillars and new R&D concepts.

Lisa Troy and Graeme Yardy lead discussions on the four apple and four pear strategic marketing pillars.

Apples:

- Pillar 1: Building on the go snacking (Netball, Lunchbox Heros, Building alternative snacking channels)
- Pillar 2: Building Varietal Relevance (Sampling and education including pears)
- Pillar 3: Build the apple brand (Overarching brand communication)
- Pillar 4: Export (Now in Season & marketing support)

Pears:

- Pillar 1: Penetrate snacking occasions (pear snacking)
- Pillar 2: Increase everyday cooking occasions (everyday cooking with pears)
- Pillar 3: Build Health credentials (Communicate health benefits)
- Pillar 4: Export (Now in Season & marketing support)

Further discussions and SIAP advice was given to Hort Innovation on the 2016 marketing activities and that the focus would be on a re-launch in 2017.

The following R&D concepts were discussed:

- Leadership Program
- Grower engagement with the Strategic Investment Plan (SIP) integration.

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 agreed that the SIAP will meet on June 24, 2016 at the National Horticulture Conference at the Gold Coast to discuss the strategy and execution of the development of the new Apple and Pear Strategic Investment Plan (SIP).

Contact

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