

Mushroom Strategic Investment Advisory Panel meeting summary

Date: 23 June 2016

Location: Hort Innovation (Sydney Office)

Next Meeting: 23 September 2016

Attendance: Matthew Fensom, George Haggard, Sally Heukers (AMGA), Kevin Tolson, Trevor Jordon, Stephen Willemse, Elisa Siliato, Neil Marland, Rob Tolson, Bob Granger, John Vatikiotis (Hort Innovation), Monique Emmi (Hort Innovation), Neil Burgess (Hort Innovation), Philippa Lorimer (Hort Innovation), Alan King (Hort Innovation), Glen Cardwell (Consultant), Pat Abraham (Consultant), Abbie Love (Ikon), Karyn Smith (Ikon), Jessica Paul (Nielsen)

Apology: Mick Surridge

Overview

The SIAP was held on June 23, 2016. The meeting focused on the induction of the mushrooms Strategic Investment Advisory Panel (SIAP) and the Mushroom Marketing Program, the development of the mushroom Strategic Investment Plan (SIP) & R&D concept reviews and investment strategies.

Induction

The mushrooms SIAP went through an induction process covering topics such as terms of reference, governance and expectations.

Fund Manager update

Mr Burgess provided the Panel with an overview of the Mushroom industry stats and financials including R&D and marketing levy funds actuals and budget specifically noting that there are funds available.

SIP update with Pat Abraham

Mr Abraham provided an overview of the SIP planning process. Key points included:

- Alignment is important throughout the process
- We need to determine where we are at today, where we want to get to and how to get there
- We need to ensure the costs of adoption of the new SIP do not outweigh the benefits to industry throughout the execution process of projects
- What research do we need to do over the next three years?

Marketing Program update

Karyn Smith and Abbie Love of Ikon Communications presented an overview of advertising and marketing from a channel/media perspective.

Key points included:

- People are shopping more regularly, on average 2.4 shops per week.
- Healthier, quick service foods are being purchased, but also more indulgent foods such as cupcakes, donuts
- Customers are now driving trends.

A media update was presented including roles of various media channels. Monique Emmi presented the following:

- Then mushroom industry marketing update
- An overview of the marketing levy budget for 2017 (inclusive of carryover from 2016)
- New strategy for 2017 and a list of mushroom KPI's.

R&D Program update

A number of concepts were presented to the SIAP for review and advice. Sharon Casey presented an overview on one of the Pool 2 (Strategic Co-investment) strategies - Leadership and People Development, defining it as pathways to create an alumni of horticulture industry leaders. This is a Hort Innovation Board endorsed strategy and the initiatives are being developed through co investors but each industry will have to pay for the use of these services.

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

Next steps

- The Mushroom SIAP agreed to proceed with the proposed 12 months (2017) media schedule
- The Mushroom SIAP agreed to promote both the Global Master Class and the attract new entrants into the Australia Horticulture initiatives throughout the industry.

Contact

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