

Avocado Strategic Investment Advisory Panel Meeting summary

Date: 21st February 2017

Location: Novotel, Brisbane airport

Next Meeting: Teleconference (TBC)

Attendance:

Daryl Boardman

Jennie Franceschi

Simon Grabbe

Stewart Ipsen

Jim Kochi

John Walsh

Kylie Collins – apology

Neil Delroy – apology

Cormac te Kloot – apology

Simon Newett – apology

Peter O’Brien – Chair

Astrid Hughes – Hort Innovation

Claire Tindale - Penning – Hort Innovation

Tim Archibald – Hort Innovation

Brian Ramsey – Via teleconference

John Tyas – AAL

Overview

The purpose of this meeting was to progress the avocado marketing program, provide a Strategic Investment Plan (SIP) and Research and Development (R&D) investment update and to outline the current financial position of the program.

Presentations on the final draft of the avocado SIP were delivered by Brian Ramsey who detailed the process with the development, survey and addressed feedback with particular focus on year round consistent supply and the outcomes and parameters of the plan.

Further presentations on financials were worked through with action items to include more description and a response from the Hort Innovation board on the avocado industry GVP.

Key investment proposals for irregular bearing and research including a deep dive analysis of the Nielsen segmentation was also outlined with the panel. Further updates were also provided on recently completed investment within the R&D program.

The supply chain and quality research was discussed with attendees at the recent project steering group outlining the progress within the supply chain investment.

The marketing investment and progression to the development of the next three-year plan began with an analysis of the Homescan data and BDRC data. Recommendations to proceed with further research into the segmentation and foodservice category were presented to the panel for advice.

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

Next steps

Over the first half of 2017 the SIAP will meet to continue to prioritise investment in alignment with the SIP.

The focus continues to be fruit quality, irregular bearing and consumer research to underpin the development of the marketing strategy.

Contact



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