

Cherry Strategic Investment Advisory Panel Meeting Summary

Date: 27th – 28th July 2017

Location: Sydney

Next Meeting: Pre-season
teleconference

Attendance: SIAP: Michael Rouget, Fiona Hall, Nic Hansen, Tony Hannaford, Michael Batinich, Lucy Gregg, Andrew Smith, Steve Chapman, Tom Eastlake. Dugald Close (Via phone)

Chair: Richard de Vos

Hort Innovation: Stuart Burgess, Mark Spees, Dianne Phan, Michael Rogers, Sharyn Casey, Reetika Rekhy, Penny Measham, Alok Kumar (Via phone), Andrew Farmer

Guests: Marilyn Hill (independent minute taker), Duncan Makeig (China Road), Warwick Hope (Woolworths)

Overview

The SIAP meeting was held on July on 27 & 28, 2017. The focus was on the next 5 years covering finances, the cherry Strategic Investment Plan (SIP) 2017-2021, new trade and marketing investment concepts and the development of R&D concepts.

Richard de Vos chaired this meeting and provided an overview to members outlining the objectives, governance and scope of operation of the panel.

Stuart Burgess presented a financial update which included:

- 2016/17 R&D and marketing levy, 5 Year financial forecast
- Current project list

The SIAP discussed and prioritised all 26 strategies in the SIP (2017-2021).

A marketing session was conducted by Dianne Phan, cherry domestic and trade marketing manager covering:

- A retail market update (Warwick Hope)
- Developing a domestic marketing plan (3 years)
- Trade marketing update - Now in Season
- Cherry image library

Michael Rogers GM of trade and Reetika Rekhy RM presented an update for the cherry industry on trade and the Hort Frontiers Asian Markets Fund including concepts that are new and under development, on hold or seeking advice, these included:

- Industry engagement with China
- Strategic engagement with China, Japan, India and Indonesia
- Trade events industry representative
- Developing a national systems approach for meeting bio-security for key Asian markets
- Study of airfreight capacity for exports of horticultural produce from Australia to Asia
- Australian horticulture industry market support – China – iFresh

- Taste Australia – collaborating with agriculture

Penny Measham presented an update on the Hort Frontiers Fruit Fly Fund covering:

- SITPlus - Dietary sterilisation of male Queensland Fruit Fly (AI13001)
- Establishment of the sterile Queensland Fruit Fly facility in Southern Australia. Port Augusta Qfly SIT factory pilot operation (HG14035 & FF15000)
- Larval diets for high-productivity mass rearing of Qfly for SIT (HG13045)
- Adaptive area wide management project of Qfly using SIT (ST15015)

Sharyn Casey presented an update on Hort Frontiers Leadership Fund discussing the programs available for cherry industry investment, including the Masterclass in horticultural business.

Alok Kumar presented an update on the new Hort Frontiers Advanced Production Systems Fund

The following Research and Development concepts were discussed for SIAP advice:

- What is the role of weather in poor fruit set in cherry
- Levering international collaborations in genomics to better identify new elite cultivars for Australian production systems
- Improving the biosecurity preparedness of Australian horticulture for the exotic Spotted wing drosophila (*Drosophila suzukii*)
- Testing of and Development of a Standard Operating Procedure for use of Brown Sugar Floatation in the Cherry Industry Systems App
- International Phytosanitary Irradiation Forum Thailand 2018

An ideation session was conducted with the SIAP whereby concepts for possible future investment were discussed in alignment with the cherry SIP 2017-2021.

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

Next steps

- A marketing reference group will be established to assist with the development of a 3 Year domestic marketing plan
- It was agreed the next CY SIAP meeting will be a teleconference prior to the new season

Contact

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