

Cherry Strategic Investment Advisory Panel meeting summary

Date: July 18 and 19, 2016

Attendance: SIAP: Nic Hansen, Tony Hannaford, Michael Batinich, Tom Eastlake, Lucy Gregg, Michael Rouget, Andrew Smith, Steve Chapman. **Apologies:** Fiona Hall
Hort Innovation: Mark Spees, Stuart Burgess, Julie Willis. **Additional guests:** David McKinna, Catherine Wall, Miriam O'Brien, Dugald Close.

Location: Melbourne Airport Hotel

Next Meeting: To be confirmed

Overview

Hort Innovation's cherry industry Strategic Investment Advisory Panel (SIAP) met at Melbourne airport on the July 18 and 19.

Hort Innovation provided an induction for panel members outlining the objectives, governance and scope of operation of the panel. An overview of the Hort Innovation funding model, innovation process and procurement framework was also provided.

The panel also discussed requirements for the upcoming Strategic Investment Planning (SIP) process, which is beginning in July 2016. Emphasis was made on the need for broad industry input from varying regions across Australia.

Discussion covered new Research and Development concepts on top of the current existing projects, with the following highlighted as industry priorities: cherries as a non-host for codling moth; methyl bromide; national cherry development program; biosecurity; brown sugar floatation market access systems approach QLD fruit fly; irradiation market access dosage efficacy; market access with United States of America; review of international best practice for post-harvest management; and standardising protocols for GA use to improve fruit firmness and delay maturity.

A discussion was had on trade and marketing, including Australia Fresh Program market development programmes (Asia Fruit Logistica, China FVF, World of Perishables), Now in Season and State promotions.

A full list of projects and financial information for the cherry levy program is available online through the Horticulture Innovation website

Next steps

The SIP is now being drafted and will be made available for further industry comment and feedback in coming months. The roll out of SIP engagement with growers will commence from July.

Contact

For more information please contact Mark Spees, Relationship Manager for the cherry industry:

T: 0439 574 173

E: mark.spees@horticulture.com.au