

Citrus Strategic Investment Advisory Panel meeting summary

Date: 3 May 2017

Attendance:

David Arnold, Tania Chapman, Judith Damiani, Allen Jenkin, Wayne Parr, Richie Roberts, Danny Thornton Gavin Porter (SIAP members), Myles Parker (NHRN rep), Richard de Vos (Chair), Brad Wells (Hort Innovation).

Stuart Burgess, Marilyn Hill (Minute Taker),

Apologies: Dean Morris

Location: Melbourne

Next Meeting: November 2017

Overview

The Strategic Investment Advisory Panel (SIAP) met in Melbourne on the May 3, 2017. The panel members were updated with the investment advice provided at the previous SIAP meeting in February earlier this year.

The SIAP then identified some gaps in the citrus industry's current R&D and marketing programme according to the latest draft of the citrus Industry's Strategic Investment Plan (SIP). Note that this draft SIP was presented to the citrus industry at the Citrus Technical Forum in early March.

The SIAP was provided with an update on the orange marketing investments from Graeme Yardy who is Hort Innovation's Marketing Lead. The new Export Marketing Manager, Dianne Phan was introduced to the SIAP. Dianne's role will cover both domestic and export marketing for the citrus industry as well as summerfruit, dried fruit, cherry and table grape industries.

Hort Innovation's Trade Manager, Sam Lawrence, then updated the SIAP on the citrus industry's international trade activities in China, Japan and SE Asia.

As a result of this SIAP and analysis of the Draft SIP, a draft marketing plan for both domestic and exports will be developed and presented to the citrus SIAP later this year. This will include both fresh fruit and orange juice.

The SIAP then discussed the opportunities provided through Hort Innovation in leadership and skills development with Sharyn Casey (Relationship Manager in Pool 2). These opportunities will be promoted further to citrus levy payers and others involved within the citrus industry via the Australian Citrus magazine and other communication channels.

Finally, eight concepts were reviewed by the SIAP, with issues covering domestic and export eating quality, biosecurity, and infield pest control and consumer insights.

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

Next steps

The citrus SIP will be placed onto the Hort Innovation website and the industry will be notified of this through Hort Innovation and citrus industry communications.

The concepts supported at this SIAP will be developed further. Some concepts will require further information before being presented back to the citrus SIAP for advice. This advice from the industry will be either via electronic communications or at our next face-to-face SIAP meeting.

The panel will next meet in November 2017.

Contact

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