

Mushroom Strategic Investment Advisory Panel meeting summary

Attendance:

Meeting Title: Mushroom Strategic Industry Advisory Panel					
Meeting Date: 25 May 2017					
Name		Role	Name		Role
Matthew	Fensom	Advisory Panel Member	Monique Emmi		Hort Innovation
George	Haggar	Advisory Panel Member	Anthony Kachenko		Hort Innovation
Trevor	Jordan	Advisory Panel Member	Kelly McGuinness		Hort Innovation
Elisa	Siliato	Advisory Panel Member	John Vatikiotis		Hort Innovation
Mick	Surridge	Advisory Panel Member			
Kevin	Tolson	Advisory Panel Member			
Steven	Willemse	Advisory Panel Member			
Michael	Worthington	Independent Chair	Marilyn Hill		Independent Minute Taker

Apologies:

Sally Heukers, Neal Marland

Overview

The Strategic Investment Advisory Panel (SIAP) was held on May 25, 2017. A number of items were covered during the day, focusing on the sessions highlighted below.

Marketing Update

- TV ads were not originally designed to drive traffic to the website; this is more a desired outcome of social media advertising program
- A suggestion put forward by growers was the inclusion of radio advertising
- Monique Emmi will provide a menu of costed options to the group, developed following the strategy session with service providers, for discussion and recommendation at the next meeting
- Monique Emmi advised that a levy payer communiqué is being prepared that provides a snapshot of the information provided to the Panel today, and is planned for distribution.
- Sydney Royal Easter Show: 45,000 tasting samples and 60,000 brochures distributed. A short video had been compiled and was played for the Panel
- Food Service Australia event in Melbourne this weekend. 3 days. Anticipated 7,500 chefs, restaurateurs and decision makers in café and hospitality businesses. Melbourne Good Food and Wine Show. June 2-4, 2017.
- The Caravan is expected to be completed mid-July and its first event will be the Brisbane Exhibition in August
- Buzzfeed: The SIAP was provided with a background briefing on this media platform to ensure understanding and consider involvement by way of production of a Buzzfeed video, the intention of which is to keep mushrooms trending.

MU16004 Marsh Lawson mushroom research centre (MLMRC)

At the last SIAP a presentation and high-level strategy was provided on the opportunity to have a dedicated facility to focus on R&D and other initiatives. A tender went to market around:

- The maintenance, management, and strategy behind the centre; programming research areas or projects over a five-year duration
- Making sure that it works for this SIAP/Hort Innovation/AMGA/Industry; governance arrangements underpinning the facility; provide opportunities for collaboration and private sector engagement
- Project management and reporting; alignment with some of the existing work the industry has underway.
- The project aligns with SIP objectives and the industry's wish to have a focussed research centre.

MU16005 Food Safety for the Australian Mushroom Industry

Summary of RFP to assist in discussion: looking for a service provider to carry out a review of, and to build on, existing work carried out over the past 10-15 years (microbes and food safety in the mushroom industry)

- Looking at microbial loads and issues within the industry and investigating a risk mitigation approach across different parts of the value chain, pre- and post-production
- The role of mushrooms in promoting the survival of key pathogens associated with food illness in different stages of production
- Commence looking at opportunities for further R&D, and RD&E activity where appropriate
- The SIAP provided majority support for proceeding with the MU16005 proposal.

MU16004 Marsh Lawson Steering Committee

The advice and guidance of the SIAP was sought in determining the key guiding principles in terms of the makeup of the Committee.

Industry Conference – Go to market strategy

The SIAP's advice was sought on the management of future events, particularly the conference that is to be held in eighteen months' time. Further details to be provided by the next SIAP meeting.

Prioritisation of R&D Activities associated with pest and disease monitoring and their management

The purpose for the discussion was: "This paper is provided to the Mushroom SIAP for consideration of possible R&D activities associated with pest and disease monitoring and their management"

The SIAP provided a number of recommendations, following is an extract summary from this session.

R & D Activity	Prioritisation Level
Further pilot mushroom farm disease monitoring	Low
Improvement to spot treatment protocols	Medium
Investigate steps required for a commercial service provider to be engaged to offer a disease testing service on a commercial basis	Very Low
Advancement of on-farm biosecurity practices	High

Next steps

- Teleconference to be scheduled in July
- Next SIAP on the 24th of August

Contact

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