

Papaya Strategic Investment Advisory Panel meeting summary

Date: 16th June 2017

Location: DAF Q, South Johnstone

Next Meeting: Teleconference – July 11th 9am

Attendance:

Gerard Kath
Daniel Mackay
Joe Zappala

Peter O'Brien – Chair
Laura Campbell – Stenographer
Astrid Hughes – Hort Innovation
Craig Perring – Hort Innovation

Observers
Associate Professor – Rebecca Ford
Dr Chat Kanchana-udomkan
Mr Paul Fagg
Mr Mark McLaughlin
Mr Hayden Derveniza
Mr Lynton Vawdry

Overview

The purpose of this meeting was to progress the Papaya marketing and R&D investment program, to use the Strategic Investment Plan (SIP) to identify and prioritise future investment and outline the financial position of the program. Griffith University joined the Strategic Investment Advisory Panel (SIAP) to present and discuss with the project subcommittee progress against the agreed milestones – this collaborative approach assisted in problem-solving and clarification of knowledge gaps and timelines.

The Chair acknowledged the Mamu people as the traditional owners of the land on which we were meeting. The governance requirements, declarations of interest and previous minutes and action items were then discussed.

The marketing proposal was presented with feedback on the specific activities discussed and worked through including in-store demonstrations, public relations and social media and mums and bubs shows. Price pressure points for consumer resistance will be investigated further by Hort Innovation.

Opportunities for cross industry collaborative research against the strategic priorities within the investment plan were discussed including; supply chain data, export review data and germplasm resistance to plant disease as well as biosecurity analysis and flavour profile to advance the breeding lines.

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

Next steps

The SIAP agreed to meet via teleconference to progress the marketing campaign on July 11th 2017 and face to face was tentatively set for November 24th 2017..

Contact
