

Summerfruit Strategic Investment Advisory Panel meeting summary

Date: 17th – 18th May 2017

Location: Adelaide

Next Meeting: Pre Season 2017

Attendance:

SIAP: Andrew Finlay, Michael Trautwein, Mark Wilkinson, Kelvin Free, Michael Batinich, Bruce Tonkins

Chair: Richard de Vos

Hort Innovation: Mark Spees, Stuart Burgess, Michael Rogers, Sam Lawrence, Graeme Yardy, Dianne Phan

Via Phone: Sharyn Casey, Ashley Zamek, Byron de Kock

Additional guests: Marilyn Hill

Overview

The SIAP was held on May 17th and 18th, 2017. The focus was on the next 5 years and covered finances, the summerfruit 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:

- Levy forecast for R&D, Summerfruit
- 5 Year financial forecast
- Current projects

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

Michael Rogers GM of trade and Sam Lawrence trade manager conducted an update which included SIAP discussion and advice on the following investment opportunities:

- Export readiness & market access
- China export facilitation
- Export strategy to be researched
- Trade Events: Australia Fresh (WOP Vs Gulfood)

A marketing session was conducted by Graeme Yardy GM marketing and Dianne Phan Summerfruit and trade marketing manager covering:

- Developing an Export Marketing Plan (Now in Season)
- Category Management and the concept: Supply Chain Quality Support
- Developing a Domestic Marketing Plan (3 years)

Sharyn Casey presented investment opportunities for the summerfruit industry in the leadership fund under R&D Co-investment.

The following research and development concepts were discussed for SIAP advice:

- Summerfruit communications project
- Experimental Summerfruit orchard (Tatura) phase 2
- Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (*Drosophila suzukii*)
- Review of the national biosecurity plan for the Summerfruit industry
- Xylella R&D program

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

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

Next steps

- The Summerfruit Strategic Investment Plan (SIP) 2017-2021 is pending final approval prior to release
- Reference groups will be established to assist on scoping particular request for proposals (RFPs) followed by evaluation panels
- It was agreed the SF SIAP in 2018 be held in Brisbane post the Hort Connections conference

Contact

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

T: 0439 574 173

E: mark.spees@horticulture.com.au