

**Vegetable Industry Market and Value Chain Development Strategic Investment Advisory  
Panel - meeting summary**

---

**Date:** 17th May 2017

Michael Coote  
Maureen Dobra  
Kelvin Free  
Emma Germano  
Nick Macleod  
Michael Nixon  
Jim Trandos  
Kees Versteeg  
Michael Vorrasi

Brad Wells, Sam Lawrence, Michael Rogers  
(Hort Innovation)

Miriam O'Brian (Minute Taker)

Greg Spinks (Consulting & Implementation  
Services in the combined SIAP meeting  
only)

Mike Pepperell (Consulting &  
Implementation Services in the MVCD SIAP  
only)

**Location:** Adelaide

**Next Meeting:** Sept/October 2017

---

## Overview

---

Hort Innovation, through CIS Consulting, provided all three Vegetable SIAPs (Market and Value Chain Development (MVCD), Farm Productivity Resource Use and Management (FPRUM) and Consumer Alignment (CA)) with an overview of the draft Strategic Investment Plan (SIP) outlining key research and development priorities identified during the consultation with the vegetable industry over the last ten months. These priorities could be categorised under five outcomes covering increasing the demand for Australian vegetables, exports, farm productivity, post-farm gate/ supply chain development and improvements in adoption of new and improved practices and innovations.

The MVCD SIAP then participated in a short workshop to further clarify deliverables (or outputs) under the relevant outcomes of export and post-farm gate / supply chain development.

The panel was updated by Sam Lawrence and Michael Rogers (Hort Innovation) with the latest news of vegetable levy funded activities relating to trade. This included the Vegetable Industry Export Development Program (VG16061) which will be key in driving the recommendations from the Vegetable Export Plan.

Eleven concepts were reviewed by the MVCD SIAP. The areas covered by these concepts included new export markets, trade missions, innovation identification, freight, data for benchmarking, digital innovations and food safety.

The panel reviewed the current financial status of the R&D levy and was shown an update of the actions and recommendations identified from our last advisory meeting in 2016.

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

### Next steps

---

This input from all three vegetable SIAPs will be included in an updated draft of the SIP which will then be placed onto the vegetable industry page on the Hort Innovation website for comment and feedback from industry.

Anyone wishing to comment on the plan should contact Brad Wells at Hort Innovation on the details below.

The panel will meet again face-to-face in September / October 2017.

### Contact

---

For more information, please contact Brad Wells on:

T: 02 8295 2327

E: [Brad.Wells@horticulture.com.au](mailto:Brad.Wells@horticulture.com.au)