

Onion Strategic Investment Advisory Panel meeting summary

Date: 29 September 2016

Attendance: Julian Shaw, Peter Shadbolt, Richard Jones, Tony Higgs, Steve Rathjen, Bradley Mills (Hort Innovation) and Greg Murdoch (Hort Innovation)

Location: Melbourne

Next Meeting: TBC

Overview

The key purpose of the meeting was to provide feedback regarding the key messages ascertained from a Strategic Planning Workshop held during the morning prior to the SIAP Meeting.

Dr David McKinna and Catherine Wall from McKinna et al, consultancy firm contracted by Hort Innovation to develop the Onion Strategic Investment Plan (SIP) summarised the feedback received in the workshop.

Feedback had indicated that the key strategic priority of the onion industry was to improve grower profitability. The main issues pertaining to grower profitability were outlined and discussed as follows:

- Local oversupply relative to demand for a short time during the year
- Growers were not receiving an equitable share of the consumer dollar
- The level of production had not increased at the same rate as population growth, suggesting that per capita consumption was declining
- There had been a decline in real prices.

The next steps in developing the Strategic Investment Plan (SIP) were identified as follows:

- MCKINNA et al to undertake wider consultation with industry. This will involve a number of regional grower workshops plus one on one meetings with a number of key industry participants
- MCKINNA et al to identify the ten burning issues through the consultation process
- Draft SIP will be developed for further consideration/ input from industry.

The panel also discussed other key agenda items including:

- Onion industry communications – Cox Inall Communications gave a summary of the new onion industry communications program including, E-newsletter, website refresh, magazine etc.
- Julian Shaw provided a report on his attendance at the AgVet Forum
- Update on the implementation of the *'Review of the National Biosecurity Plan for the Onion Industry and Development of a Biosecurity Manual for Onion Producers'*
- Discussed several new project concepts including:
 - ✓ Employee Induction Videos
 - ✓ Enhanced National Bee Pest Surveillance Program 2016– 2021
 - ✓ Potato and Onion IPM extension Project

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

Next steps

One of the key activities of the SIAP will be to further assist in the development of a new Strategic Investment Plan for the industry.

Contact

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