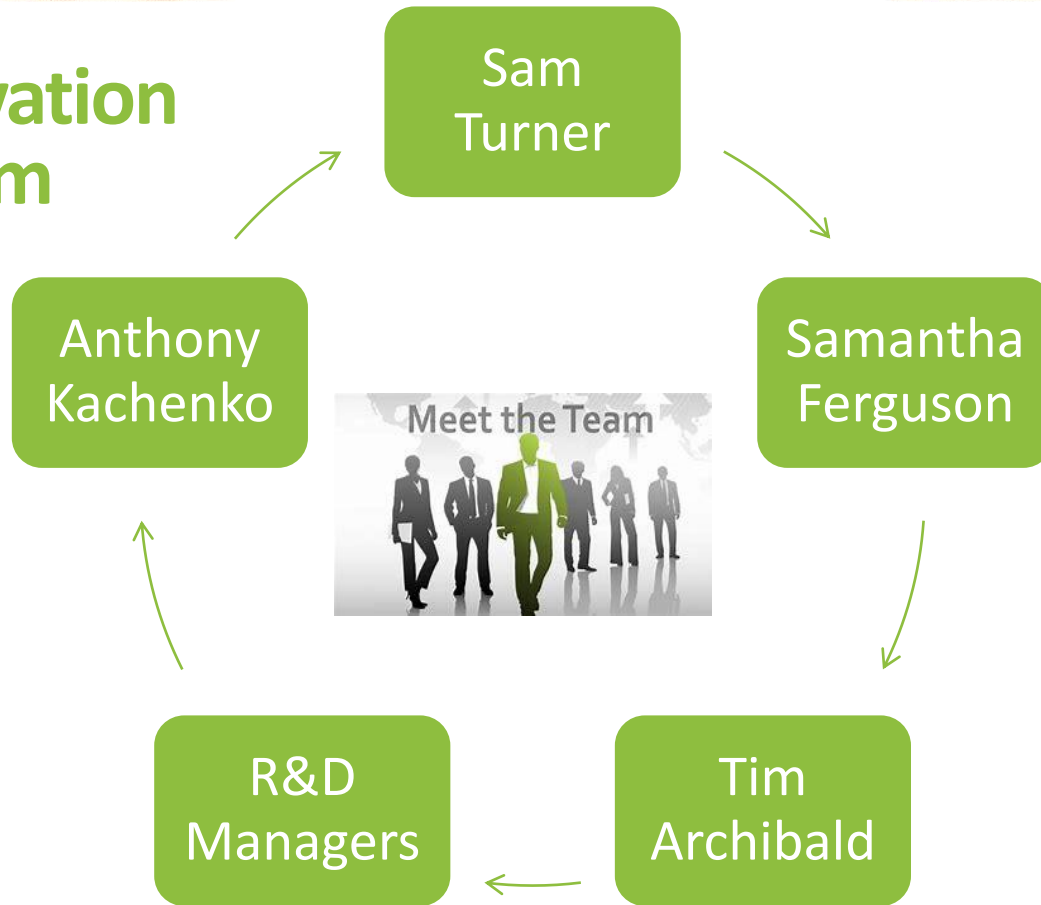


**Hort  
Innovation**  
Strategic levy investment

**ONION  
FUND**



# Hort Innovation Onion Team



# Growers are at the centre of our strategy

Together we are guided by the Strategic Investment Plan (SIP)



- Strategic Investment Advisory Panel (SIAP) established in 2016
- SIAP provide advice on investment ideas
- Advice is guided by the priorities set by the industry in the Strategic Investment Plan (SIP)

# Strategic Investment Advisory Panel

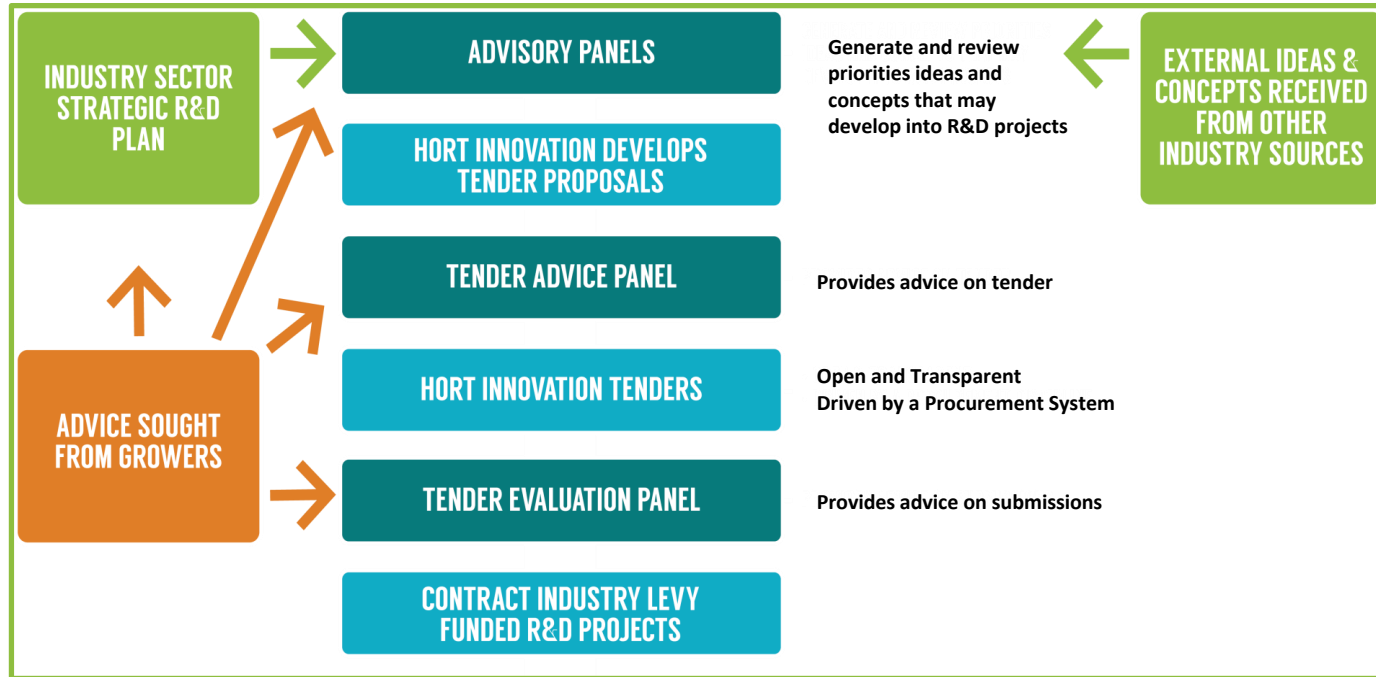
## SIAP

- Julian Shaw
- Kees Versteeg
- Peter Shadbolt
- Richard Jones
- Steve Rathjen
- Tony Higgs
- Yvonne Smith

## Chair:

- Cath Botta

# Advisory Mechanism



# Hort Innovation Resources

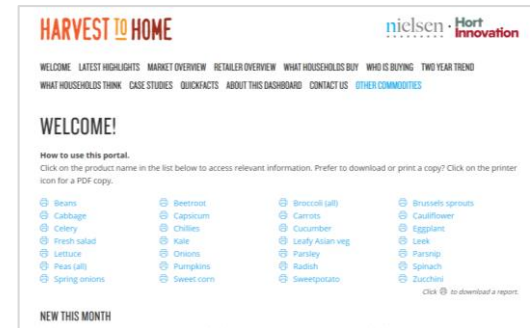
Hort Stats Handbook



Annual Report



Harvest to Home



## Other links

- [horticulture.com.au/grower-focus/onion/](http://horticulture.com.au/grower-focus/onion/)
- [horticulture.com.au/hortlink-2018-edition-1/](http://horticulture.com.au/hortlink-2018-edition-1/)



# R&D Update



# Hot off the press: Onion export program

**Export Project Update:** developed and endorsed by the onion SIAP

1. Co-investing in the Vegetable industry **Export Program** (Delivered by AusVeg)
2. Co-investment in the Vegetable **Export Facilitators program**
3. Onion industry **trade data**
4. New **Market insights** into priority markets



# Vegetable industry export program

## Key focus areas

1. Create an export culture
2. Drive product differentiation
3. Devise a compelling brand proposition
4. Build collaborative partnerships
5. Lift supply chain efficiency
6. Explore value-adding opportunities
7. Tune into our markets

# Vegetable industry export program



- **Outbound trade** mission to FoodEx in Japan, March 2019
- Inbound '**Reverse Trade Mission**' that operates in parallel to Hort Connections annually

# Vegetable export facilitators

- Program to upskill exporting businesses
- Provide support for new/prospective onion exporters
- Develop a community of onion exporters
- Currently operating in: WA, QLD, TAS
- To be extended to include SA

## **Tasmania**

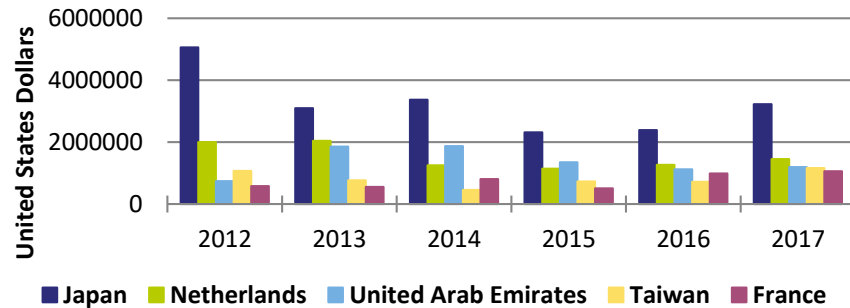
Ian Locke Export Facilitator

Ph: 0438 911 319

email: [ian.locke@tasfruitveggroup.com.au](mailto:ian.locke@tasfruitveggroup.com.au)

# Trade data

- Enable Onions Australia access to world trade data service such as:
  - TradeMap
  - Global Trade Atlas
- Used to develop reporting and for onion growers
- Small investment under Hort's current subscription.



# Deep dive market report

- Deep dive reports into priority markets
- Highlighting potential for Australian onions into these market
- For use by Australian onion growers and SIAP to target future investment





**Questions?**



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