



By Matthew Jones

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Hort Innovation makes key appointments

Justine Coates to oversee trade and marketing, while Dianne Phan promoted to head of trade



Justine Coates

Australian research and development corporation Hort Innovation recently appointed Justine Coates as general manager for marketing and trade, while Dianne Phan has been promoted to the position of head of trade.

Coates joins Hort Innovation after over 18 years working with blue chip businesses. Phan has served as Hort Innovation's export marketing manager for just over two years.

Together their remit will be to help drive export growth and increase consumer demand across key and burgeoning markets for Australian horticulture.

Both Coates and Phan will attend Asia Fruit Logistica, where Hort Innovation will coordinate the Taste Australia pavilion.

The pavilion will have around 55 businesses showcasing a range of products, including fresh fruit, vegetables and herbs; ready-to-eat and convenience lines; as well as packaging and businesses that support IT solutions in the supply chain.

"With over 200 Taste Australia delegates in attendance, the pavilion provides a wonderful opportunity for networking, conducting business and learning more about the qualities of Australian products," said Hort Innovation's trade events manager, Julie Willis.

Cooking and sampling sessions will be run at the Taste Australia reception area at 10:30, 12:00, 13:30 and 15:00 daily. There will also be other sampling opportunities throughout the pavilion.

"This is a wonderful opportunity for visitors to try our delicious produce, get ideas on how to use it in Asian and Australian cuisine and then apply these ideas to their businesses," Willis added.