

VeGIN Meeting 8th April 2011

Post Stakeholder Meeting catch-up

Rosemary, Brian, Guy, Peter, John Ca., Graham, Charlotte, Andy, Jay, John W., John Cl., Fran

- General confusion about what VeGIN is
 - Industry want to know what they get out of VeGIN

Possible to have 'road show' type events aimed at individual communities. This would allow a targeted approach to each group of stakeholder (Breeder, Grower etc.)

- Carrot diversity set – when it is grown in field, contact key growers, Carrot Growers Association and seed companies

Charlotte may be involved in helping to organise near to the time

- Could also have an evening event aimed at the top 10 Brassica growers

For these events we need to customise the information on germplasm and the technologies available

Individual workshops will be invitation only:

Brassica – in Lincolnshire, Carrot – Nottinghamshire

Lettuce -? Onion -?

The growers – what traits are they interested in – links to the supermarkets - are they part of crop networks?

- On the website, **Peter** to make stakeholder tab, this will include links to funding initiatives and ways that they can form collaborations with VeGIN
- VeGIN home page needs to be 'de-cluttered' to make more attractive when being viewed - **Peter**
- HDC news feature – **Rosemary**

Only 2 growers present at the meeting, 3rd could not make it

- We need a form to send out to the VeGIN stakeholders to gather their perceptions of how we could interact with them. – **Peter**
- We need to see if it is possible to get any if not all of the HDC priority survey information. This will help steer VeGIN (traits and targeted interactions) plus the son of V. – **Rosemary**
- Contact crop associations asking them to give information on priorities, traits, interest areas. (**Vicky/ Brian/ Rosemary?**)

- Onion and Carrot conference – November –to promote and gather info, maybe have a stand? **Rosemary** to enquire. **Andy** to help promote whilst there
- Eucarpia Leafy Veg – promote lettuce work (**Who is going?**)
- We need promotional material – flyers for each crop with VeGIN on the reverse (Jeanette did good ones for the crop centre) – **Rosemary, Graham – Brassica, Charlotte – Carrot, Andy/Brian - Onion**
- **Brian** to email Farhana (Defra) – sorry you couldn't make it – look at web site.