

May 2020

An important message for everyone involved in horticulture

In these unusual and changing times under the pressures of the global COVID-19 situation, Hort Innovation wants to update you on how our work as Australian horticulture's research and development corporation has been continuing for you and the sector.

Things may be a little different in both circumstance and approach, but levies are still working hard across R&D, marketing and trade, our staff continue to be available for you and, most importantly, we're in this together.

We have a full update on what we've been doing to see the horticulture community through at www.horticulture.com.au/covid-response, but in a nutshell...

- **We're closely managing our R&D investments for risks.** Hort Innovation funds hundreds of projects to increase productivity and profitability for horticulture growers. We've been working closely with all of our delivery partners to identify and manage those investments that have or may be disrupted by COVID-19 impacts, such as border restrictions, access to support services, or social distancing requirements.
- **Our marketing programs are changing with the situation.** We're constantly reviewing consumer behaviour and market trends under COVID-19, and shifting the focus of our industry-specific marketing programs to suit.
- **International trade remains a focus.** We're still working with industries and the government in reviewing current and future market access and improvement opportunities, under COVID-19 and beyond. We're also tracking practical impacts and consumer sentiment in export markets, and adjusting international marketing and engagement activities under our Taste Australia banner as needed.
- **We're continuing to work with the government and other relevant bodies, providing connections, information and insights to assist in important conversations.** As an example, Hort Innovation is proud to have provided data to support the government's decision-making around temporary changes to visa arrangements and airfreight assistance measures, to the benefit of the horticulture sector.
- **We're planning for the future.** We're taking into account a range of possible scenarios for the 37 horticulture industries we look after, and ensuring we can prioritise the right investments for you through 2020/21 and into the future.
- **We're trying new things.** Hort Innovation has developed the whole-of-horticulture The Good Mood Food campaign, which is about delivering an immediate and enduring behaviour change message to motivate more people to eat fruit, vegetables and nuts. The campaign is being funded through risk management reserves that the Hort Innovation Board has released in response to the challenging times being faced by the horticulture sector following drought, bushfires, COVID-19 and what lies next. More information is being shared on this initiative as it develops.

Please make sure you visit www.horticulture.com.au/covid-response for the full picture, and don't hesitate to reach out using the contact details there if you'd like more information about who we are and what we're doing for you.



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