

Citrus Fund

Annual Investment Plan

2025/26



September 2025

**Hort
Innovation** CITRUS
FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Citrus Fund in 2025/26 can be found below. Each year, citrus industry representatives meet as advisory panels to discuss investment recommendations in line with the Citrus Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The citrus R&D and marketing advisory panels met on November 11, 2024, December 12, 2024 and April 10, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Citrus Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Citrus R&D advisory panel investment recommendation in 2025/26

Priority	Investment	Outcome	Strategy
1	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029)	5. Enabler	5.1 Enabler

Table 2. Citrus marketing advisory panel prioritised investment recommendations in 2024/25

Priority 2025/26	Investment	Outcome	Strategy
1	Domestic marketing campaign – citrus (oranges) FY25	2. Market Optimisation	2.4 Consumer demand domestic
2	Aussie oranges marketing program FY26-27 (18 months)	5. Enabler	5.2 Enabler

Current contracted R&D and marketing projects

Current contracted projects in the Citrus Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Citrus SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted citrus R&D project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
BY22002	Understanding cross-protection of viral diseases in horticultural crops – a case study of citrus tristeza virus	72,648	145,296	145,296	227,944
CT16000	Citrus industry minor use permit program	16	-	-	-
CT19002	Afourer mandarin best practice canopy management	-	78,246	-	-
CT19004	Reducing the risk of illegally imported citrus budwood	37,438	37,587	37,739	52,000
CT19009	Integrated pest management of citrus gall wasp and Fuller's rose weevil	92,063	-	-	-
CT19011	Citrus industry IPDM extension program	133,882	-	-	-
CT20000	Citrus technical forums 2022-2024	0	-	-	-
CT20003	Preparedness and management of huánglóngbīng (Citrus greening disease) to safeguard the future of citrus industry in Australia, China and Indonesia	60,000	-	60,000	-
CT20006	Citrus industry biosecurity preparedness strategy	351,800	351,800	527,700	-
CT20008	Integrated disease management of black core rot in citrus	86,372	138,457	-	-
CT20009	Integrated disease management of citrus black spot and 'Emperor' brown spot	117,933	191,899	-	-
CT21000	Citrus industry communications program	248,862	248,860	311,077	-
CT21001	Australian Citrus Breeding Program	242,180	242,180	302,725	-
CT21002	Protecting Australia's citrus genetic material	78,866	81,666	86,740	-
CT21004	Scientific review for classification of unsweetened juice in the Australian Dietary Guidelines	-	-	15,925	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
CT21005	Improving Australia's ability to respond to graft transmissible citrus diseases	412,292	402,781	316,313	-
CT21006	Citrus industry health and nutrition education program	94,289	-	-	-
CT22000	Evaluation of new citrus varieties 2022-2027	180,950	180,950	180,950	197,400
CT22001	Evaluation of new rootstocks for the Australian citrus industry 2022-2027	69,300	69,300	69,300	69,300
CT22002	Citrus market development and quality program	843,818	843,818	843,818	843,818
CT23000	Co-design Independent Facilitator CT22002	7,300	-	-	-
CT23002	Breeding new rootstocks for the Australian citrus industry	111,490	74,327	74,327	37,163
CT23003	Albedo breakdown prediction	118,845	106,202	-	-
CT23004	Management of the citrus industry consultation and advisory mechanism	181,202	181,202	226,503	-
CT23005	Social license for tree removal to increase success of exotic pest eradication programs	50,000	-	-	-
CT23006	Competitive citrus orchard systems	176,933	285,720	285,720	285,720
CT23007	Australian Citrus Congress	100,466	30,140	30,140	30,140
CT23008	Growing our Leaders – Citrus	10,682	18,750	18,750	8,068
CT23009	Citrus postharvest program phase 2	285,945	300,218	250,769	
CT23910	Industry and grower consultation including SIAPs and EAPs	263	-	-	-
CT23999	Industry consultation	-7,300	-	-	-
CT24910	Industry and grower consultation including SIAPs and EAPs	11,140	-	-	-
FF20000	National Fruit Fly Council - Phase 4	16,000	16,000	28,000	-
MT20007	Regulatory support and response co-ordination (pesticides)	10,118	-	-	-
MT21004	Consumer behavioural data program	32,303	23,257	28,008	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	7,696	-	-	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MT22005	Horticulture trade data	14,054	-	-	-
MT23005	One Basin CRC – partnering on behalf of horticulture industries	50,000	55,000	55,000	55,000
MT23201	Consumer usage and attitude tracking 2023/24	14,118	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	7,496	4,998	6,247	-
MT24007	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029)	16,585	8,780	9,138	9,512
MT24008	Regulatory support and response co-ordination (pesticides)	16,815	11,210	11,210	16,815
MT24201	Consumer usage and attitude tracking 2025/26	3,619	7,238	7,238	-
Total		4,358,480	4,135,881	3,928,632	1,832,880

Table 4. Current contracted citrus marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
CT23602	Aussie Oranges domestic campaign FY25 – Creative and production	78,000	-
CT23603	Aussie Oranges domestic campaign FY25 – Paid media	52,000	-
CT23640	Citrus international marketing program FY24 and FY25	120,000	-
CT23910	Industry and grower consultation including SIAPs and EAPs	161	-
CT24604	Aussie Oranges winter wellness campaign FY26	181,800	18,180
CT24910	Industry and grower consultation including SIAPs and EAPs	18,383	-
CT24501	Aussie Oranges ad hoc / contingency budget FY26-27 (Expenses only)	199,748	25,500
Total		450,345	43,680



Financial statements

Financial statements for the citrus R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

Table 5. Citrus R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	708,920	797,558	512,329	318,118
Levies from growers	2,665,966	2,665,000	2,665,000	2,665,000
Commonwealth funds	2,560,607	2,887,666	2,787,684	2,695,272
Other income	60,840	17,325	10,758	7,108
Total income	5,287,413	5,569,991	5,463,441	5,367,380
Project funding ¹	4,358,480	4,265,386	4,095,195	1,987,892
Available for investment	-	650,000	650,000	2,600,000
Service delivery	762,734	859,947	830,172	802,652
Total matched expenditure	5,121,214	5,775,333	5,575,367	5,390,544
Federal Government levy collection costs	77,561	79,888	82,284	84,753
Annual levy cash movement	88,638	-285,229	-194,211	-107,917
Closing balance	797,558	512,329	318,118	210,202

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Citrus marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	529,263	397,070	301,600	220,728
Levies from growers	411,205	410,000	410,000	410,000
Other income	19,542	7,941	6,032	4,415
Total income	430,747	417,941	416,032	414,415
Project funding ¹	450,345	259,680	161,000	20,000
Available for investment	-	150,000	235,000	375,000
Service delivery	100,922	91,826	88,759	88,535
Total expenditure	551,267	501,506	484,759	483,535
Federal Government levy collection costs	11,673	11,906	12,144	12,387
Annual levy cash movement	-132,193	-95,470	-80,872	-81,508
Closing balance	397,070	301,600	220,728	139,220

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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