

Persimmon Fund

Annual Investment Plan

2025/26



September 2025

**Hort
Innovation**

**PERSIMMON
FUND**

Proposed investments in 2025/26

Each year, persimmon industry representatives meet as advisory panels to discuss investment recommendations in line with the Persimmon 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 persimmon R&D and marketing advisory panels met on September 4, 2024 and February 11, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. No R&D investments were prioritised in 2025/26 as the Persimmon Fund is fully invested.

The 2025/26 marketing program will be invested in, and advice will be received on September 16, 2025.

Current contracted R&D and marketing projects

Current contracted projects in the Persimmon Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Persimmon SIP, can be seen in Tables 1 and 2. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 1. Current contracted persimmon 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 \$
MT20007	Regulatory support and coordination (pesticides)	371	-	-	-
MT21004	Consumer behavioural data program	0	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	351	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	522	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	163	109	136	-
MT24008	Regulatory support and coordination (pesticides)	617	411	411	617
MT24201	Consumer usage and attitude tracking 2025/26	222	444	444	-
PR16000	Persimmon industry minor use program	988	-	-	-
PR20000	Persimmon industry communications and extension program	7,730	-	-	-
PR21000	Diagnosis and management of dieback in persimmon trees	12,000	27,000	-	-
PR23000	Persimmon productivity program	90,125	90,125	90,125	90,125

Table 1. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
PR23003	Persimmon Industry Communications and Extension Program	-	86,396	34,558	34,558
PR24002	Persimmon marketing program FY25 – research to complement sampling	30,000	-	-	-
PR24910	Industry and grower consultation including SIAPs and EAPs	750	-	-	-
ST22004	Generation of data – crop protection 2022	4,300	-	4,300	-
PR24001	International Persimmon Symposium 2024	-	8,000	-	-
Total		148,139	212,485	129,975	125,301

Table 2. Current contracted persimmon marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
PR24501	Persimmons in-store sampling FY25	49,755	-
PR24910	Industry and grower consultation including SIAPs and EAPs	500	-
Total		50,255	-



Financial statements

Financial statements for the R&D levy fund can be seen in Table 3 below, and the marketing levy fund can be seen in Table 4.

Table 3. Persimmon 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	205,833	255,673	235,436	209,510
Levies from growers	131,376	105,000	105,000	105,000
Commonwealth funds	88,254	129,883	134,596	132,242
Other income	9,938	7,962	7,085	6,256
Total income	229,568	242,845	246,681	243,499
Project funding ¹	148,139	218,022	135,933	131,982
Available for investment	-	-	90,000	90,000
Service delivery	28,369	41,744	43,259	42,503
Total matched expenditure	176,508	259,766	269,193	264,485
Federal Government levy collection costs	3,219	3,316	3,415	3,517
Annual levy cash movement	49,841	-20,237	-25,926	-24,504
Closing balance	255,673	235,436	209,510	185,006

Note:

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

Table 4. Persimmon 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	140,484	169,188	141,621	114,012
Levies from growers	87,584	70,000	70,000	70,000
Other income	7,221	1,000	1,050	1,103
Total income	94,805	71,000	71,050	71,103
Project funding ¹	50,255	1,000	1,000	1,000
Available for investment	-	75,000	75,000	75,000
Service delivery	13,700	20,717	20,717	20,717
Total expenditure	63,955	96,717	96,717	96,717
Federal Government levy collection costs	2,146	1,850	1,943	2,040
Annual levy cash movement	28,704	-27,567	-27,609	-27,654
Closing balance	169,188	141,621	114,012	86,358

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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