

# Berry funds

## Annual Investment Plan 2021/22

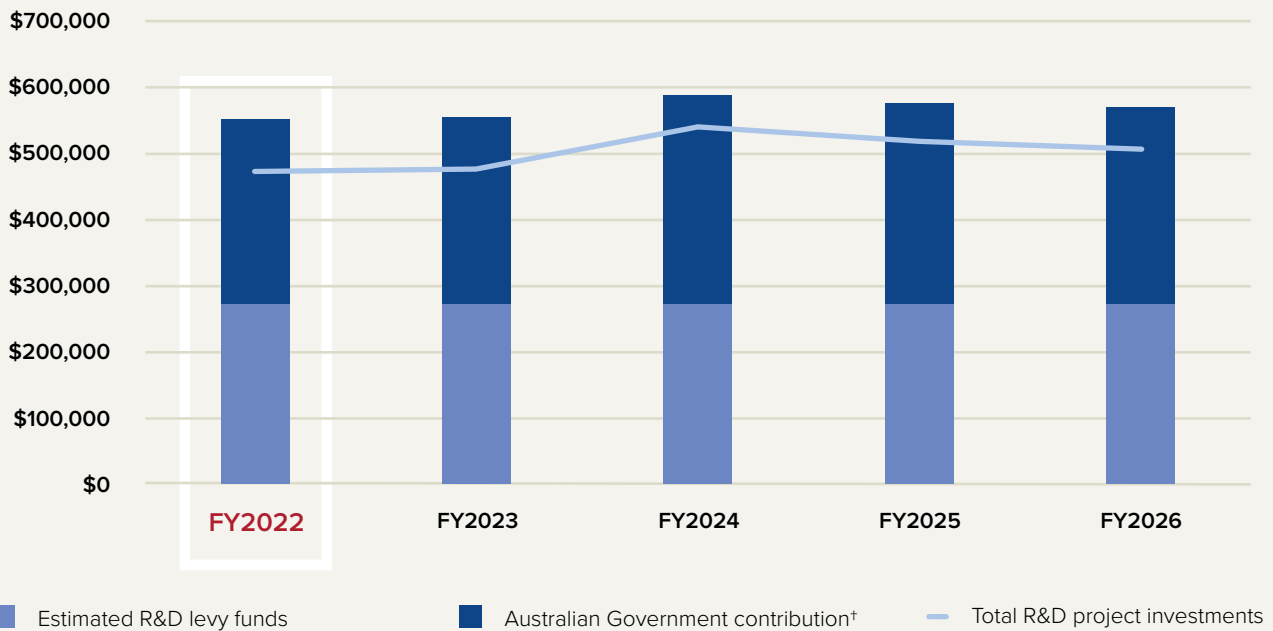


# The berry 5-year Strategic Investment Plan

The berry Strategic Investment Plan (SIP) 2022-2026 provides a roadmap to guide Hort Innovation’s investment of the blueberry, raspberry and blackberry, and strawberry industry levies and Australian Government contribution, ensuring investment decisions are aligned with industry priorities.

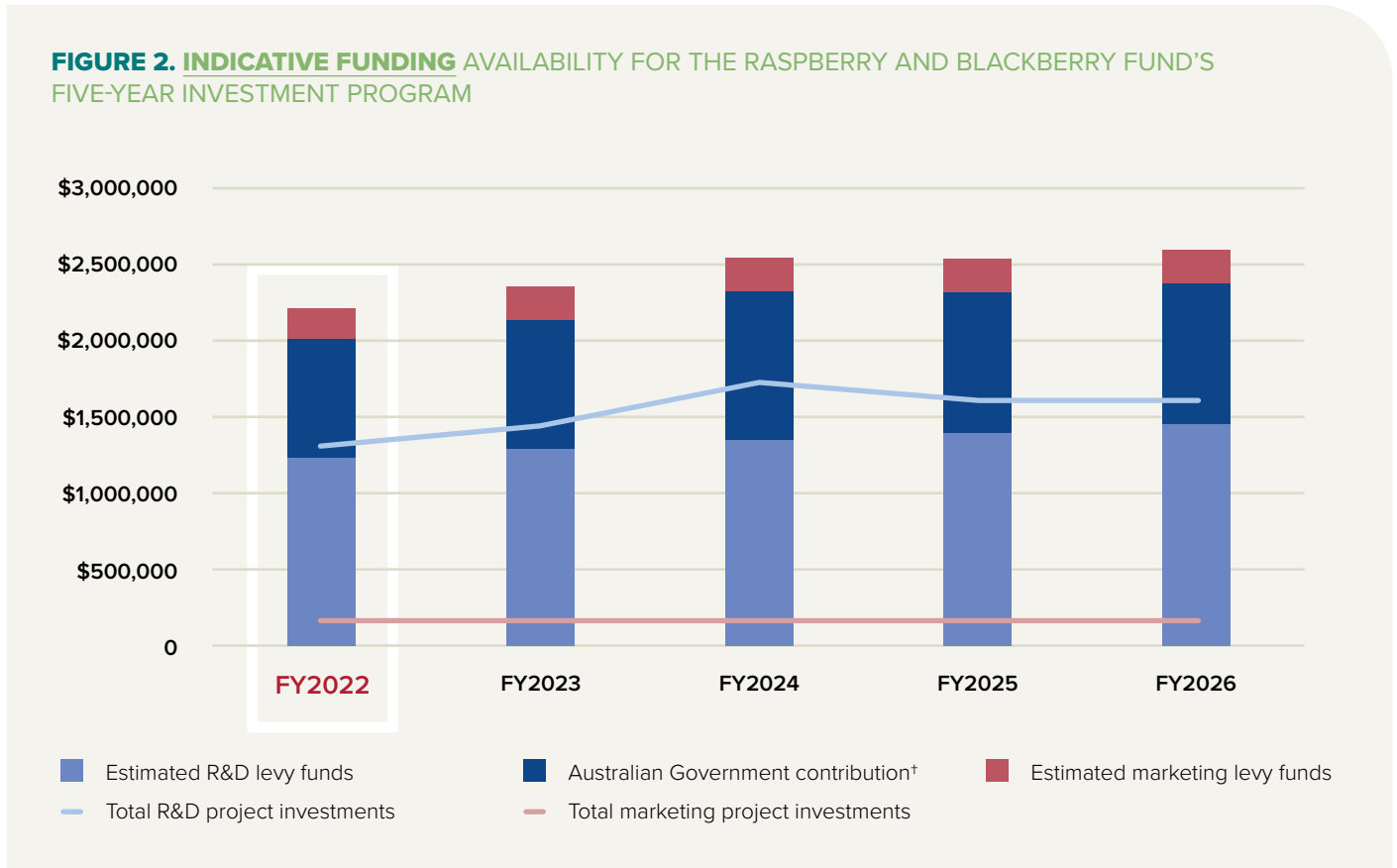
Figure 1 provides an indicative overview of the Blueberry Fund’s funding availability over the life of the SIP (FY2022-FY2026).

**FIGURE 1. INDICATIVE FUNDING** AVAILABILITY FOR THE BLUEBERRY FUND’S FIVE-YEAR INVESTMENT PROGRAM



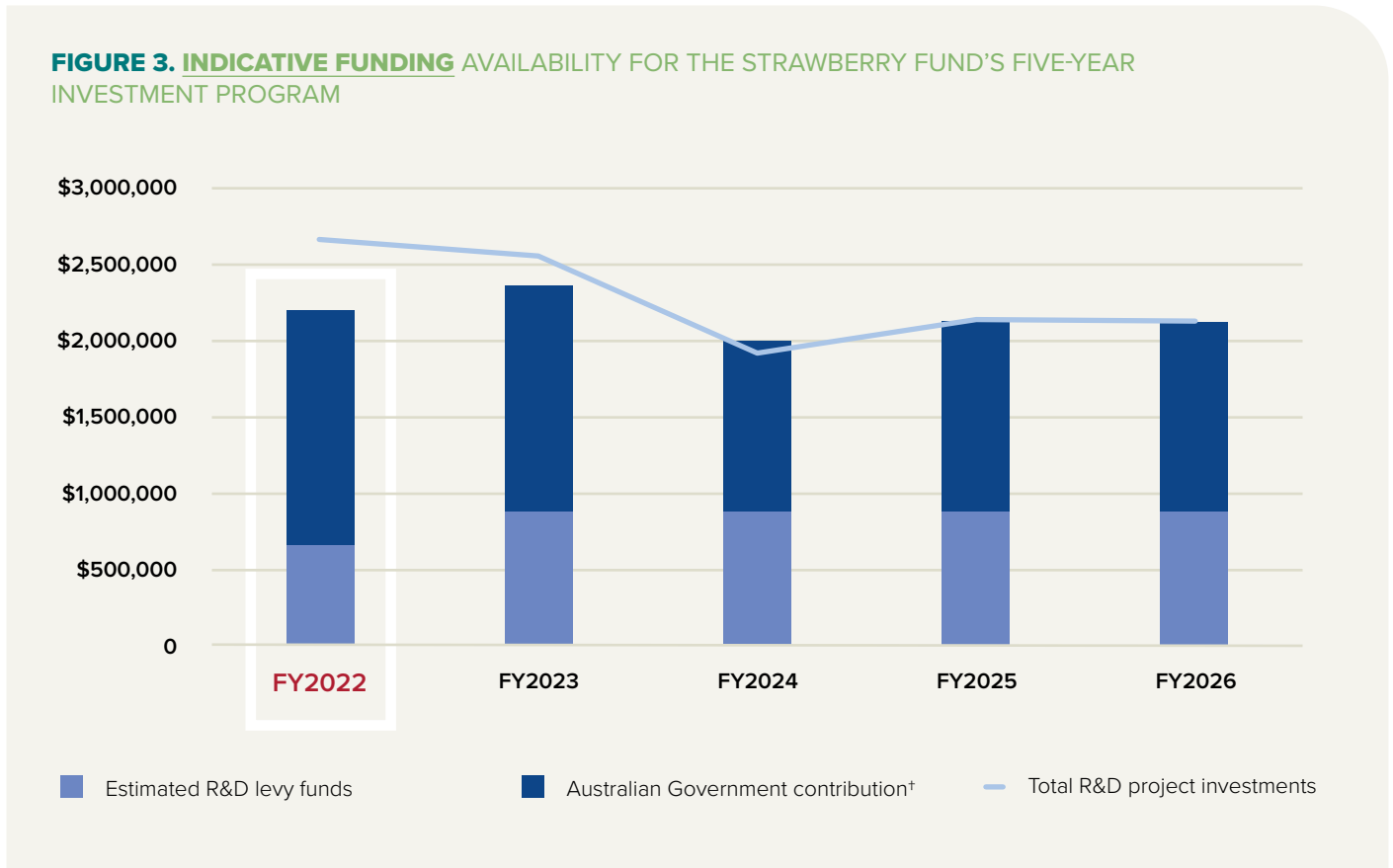
\* Australian Government contribution is only applicable to the estimated levy funds for R&D.

Figure 2 provides an indicative overview of the Raspberry and Blackberry Fund’s funding availability over the life of the SIP (FY2022-FY2026).



<sup>†</sup> Australian Government contribution is only applicable to the estimated levy funds for R&D.

Figure 3 provides an indicative overview of the Strawberry Fund’s funding availability over the life of the SIP (FY2022-FY2026).



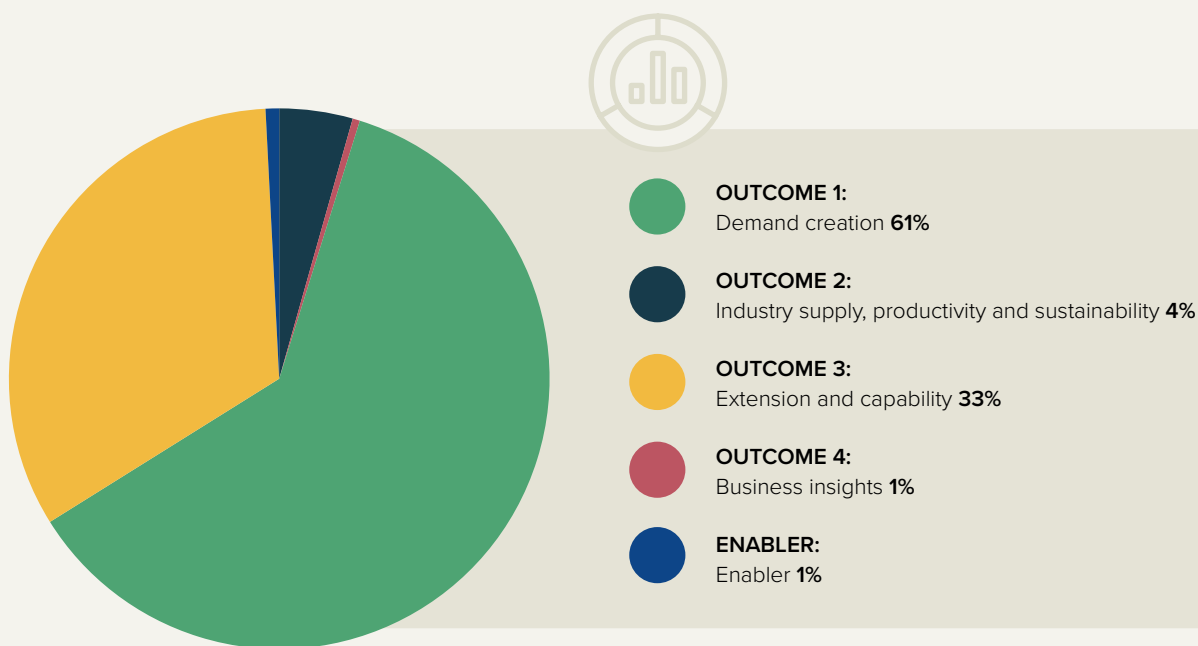
<sup>†</sup> Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the berry Annual Investment Plan

Investment decisions in the Blueberry, Raspberry and Backberry, and Strawberry Funds are guided by the berry SIP 2022-2026 and prioritised based on potential industry impact, as well as availability of levy funds each year. Specific investments to address the SIP outcomes and strategies, and how they align with industry strategic priorities are outlined in detail through the berry AIP each year.

Figures 4, 5 and 6 summarise how the AIP will invest in the SIP outcome areas for FY2022.

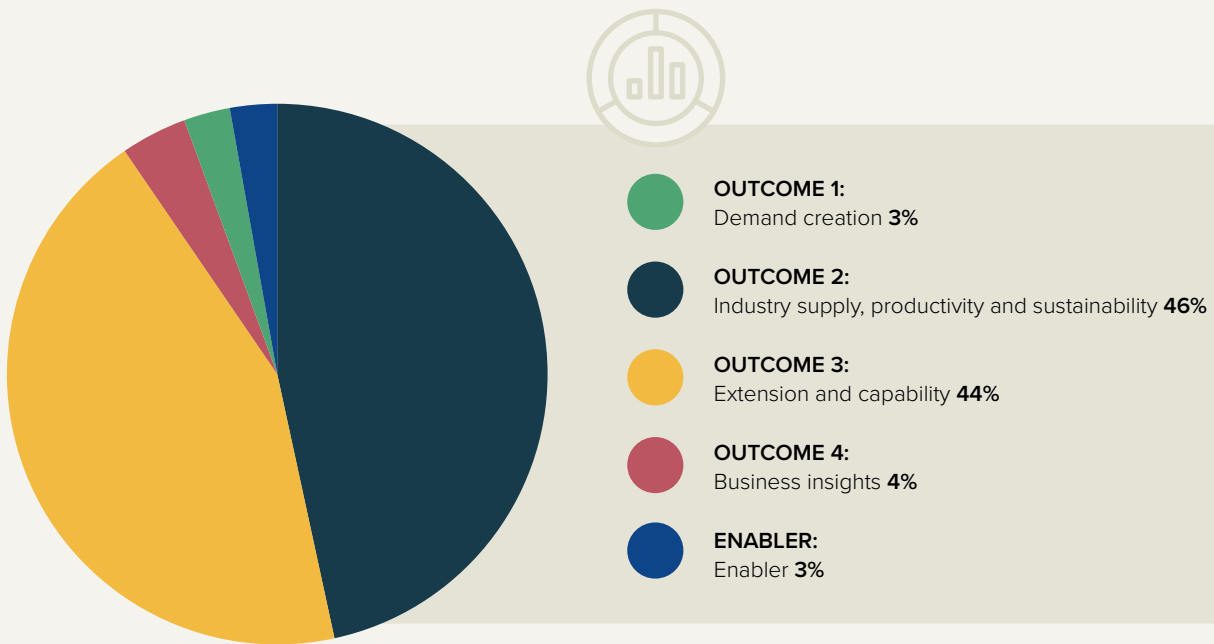
**FIGURE 4.** BLUEBERRY STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



## \$342,043

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE BLUEBERRY FUND FOR 2021/22

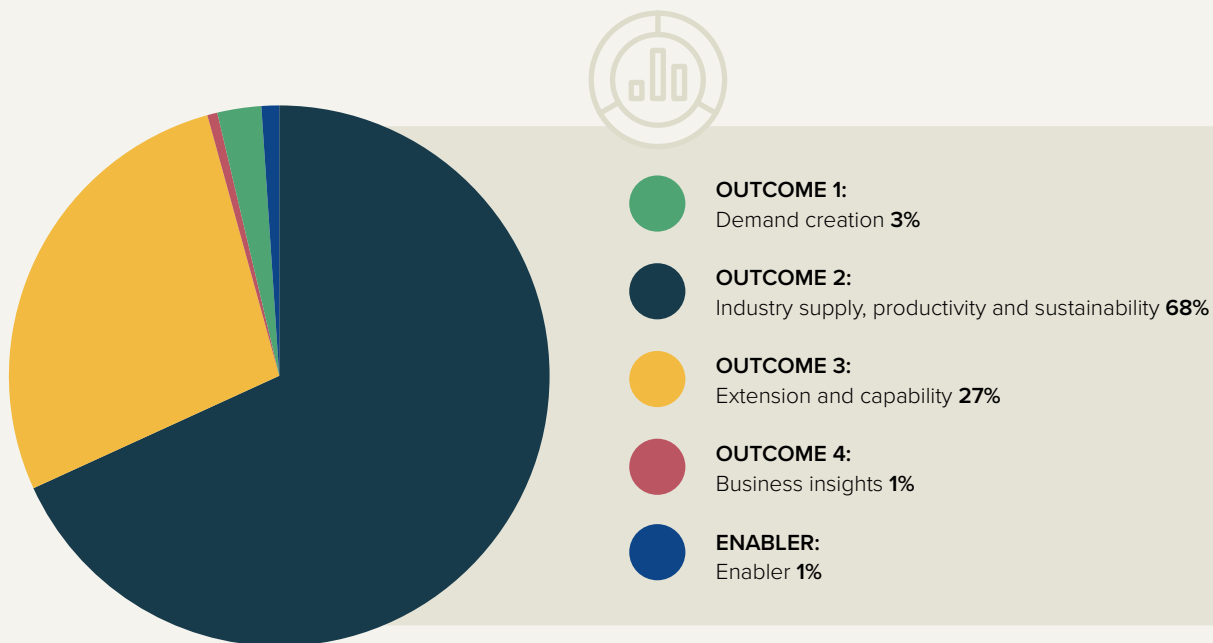
**FIGURE 5.** RASPBERRY AND BLACKBERRY STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



**\$603,631**

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE RASPBERRY AND BLACKBERRY FUND FOR 2021/22

**FIGURE 6.** STRAWBERRY STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



**\$1,425,702**

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE STRAWBERRY FUND FOR 2021/22



# Berry Annual Investment Plan in detail

The financial table on the following pages provides detail on current investments and how new investments will be made in the Blueberry, Raspberry and Blackberry, and Strawberry Funds in FY2022. Outcomes in the berry SIP 2022-2026 are defined below for your reference when reading the financial table.

## Outcome 1 – Demand creation

Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.

## Outcome 2 – Industry supply, productivity and sustainability

The Australian berry industry has increased profitability, efficiency and sustainability through innovative research and development, sustainable best management practices and varieties.

## Outcome 3 – Extension and capability

Improved capability and an innovative culture in the Australian berry industry maximises investments in productivity and demand.

## Outcome 4 – Business insights

The Australian berry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.

## Enabler

Investments that support the delivery of the Strategic Investment Plan.



**TABLE 1. INDICATIVE ESTIMATES** FOR THE BLUEBERRY ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****BLUEBERRY FUND RESEARCH AND DEVELOPMENT**

	\$
<b>OPENING FUND BALANCE</b>	<b>32,175</b>
Levy income	275,000
Levy collection costs	–
Australian Government contribution	259,822
Other income	–
<b>TOTAL INCOME</b>	<b>534,822</b>

## Blueberry Fund contracted R&amp;D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Pursue technical market access for the priority markets identified in the export strategic plan	BB19001	Additional cold treatment schedule for Queensland Fruit Fly in Blueberries for market access to China	–	105,810	–	70,540	176,350
Demand creation	Increase industry access to export training materials and mechanisms for business-to-business engagement	MT20004	Joint Berry Export Trade Development	–	17,644	–	15,644	33,288
Production efficiency gains	Prioritise the major crop protection gaps through a SARP*	MT19008	SARP – new permits and permit renewals and SARP updates	–	–	–	5,000	5,000
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT18004	Biosecurity plan update – pending RB and BS finalisation of biosecurity plan	–	–	–	10,000	10,000
Extension and capability	Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets	MT18020	Facilitating the development of the Australian berry industries	52,403	–	52,403	–	104,806

Continued &gt;&gt;

## Blueberry Fund contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Increase engagement between and across industries, across industry members and relevant stakeholders to innovate with, state-based Industry Development Officers (IDOs) and other extension initiatives	MT19009	BerryQuest International 2021	5,000	–	3,333	–	8,333
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	–	–	1,500	1,500
Enabler	Enabler	MT20001	Industry annual reports	–	–	–	843	843
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	1,922	1,922
<b>Contracted investment</b>				<b>57,403</b>	<b>123,454</b>	<b>55,736</b>	<b>105,449</b>	<b>342,043</b>

## Blueberry Fund uncontracted new R&amp;D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Inform health care providers (HCPs) and other key influencers with current nutritional and health attribute information and data about Australian berries	MT21000	Health and nutrition education program for the Berry industry	–	–	–	–	6,000
Demand creation	Increase domestic consumer demand for Australian berries through improving consumer knowledge, attitudes and purchase intent	TBC	Phenomenom – Berries	–	–	–	–	6,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Integrated management approaches to address current pest challenges	–	–	–	–	33,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Using pheromones and traps in the management of mirids and vegetable bugs	–	–	–	–	8,000

Continued &gt;&gt;

## Blueberry Fund uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Develop a long-term sustainability program that includes a set of values, practices and communication activities that support a well-respected and sustainable berry industry (e.g., recycling of coir, plastics and water)	TBC	Berry Code of Conduct	–	–	–	–	15,000
Industry supply, productivity and sustainability	Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	TBC	Minor Use Permits – Blueberry Industry	–	–	–	–	5,000
Production efficiency gains	Generation of residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	TBC	Data generation, efficacy trials, minor use permit renewals	–	–	–	–	5,000
Extension and capability	Strengthen industry leadership through initiatives and training for leadership at all stages of participant development	TBC	Masterclass in Horticultural Business Scholarship	–	–	–	–	8,000
Extension and capability	Strengthen industry leadership through initiatives and training for leadership at all stages of participant development	TBC	Emerging Leaders Program	–	–	–	–	5,000
Extension and capability	Strengthen industry leadership through initiatives and training for leadership at all stages of participant development	TBC	Lean Leaders Program	–	–	–	–	5,000
Extension and capability	Strengthen industry leadership through initiatives and training for leadership at all stages of participant development	TBC	Nuffield Scholarship	–	–	–	–	2,500
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	TBC	Nielsen Behavioural data	–	–	–	–	–
Business insights	Use production forecasts to support market planning in domestic and export markets	TBC	Production forecasts	–	–	–	–	–

Continued &gt;&gt;

## Blueberry Fund uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Provision of consumer insight data to industry to assist with levy and non-levy funded marketing programs	MT21004	Behavioural Data	–	–	–	–	–
Business insights	Evidence that consumer insights inform strategic market engagement	MT21003	Demand Spaces	–	–	–	–	–
Business insights	New consumer knowledge available for growers	MT21200	Usage and attitudes	–	–	–	–	–
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>98,500</b>
<b>Available for new investment</b>								<b>–</b>
<b>CCR</b>								<b>79,100</b>
<b>Projected end balance</b>								<b>47,354</b>

**Disclaimer:** All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

**TABLE 2. INDICATIVE ESTIMATES** FOR THE RASPBERRY AND BLACKBERRY ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****RASPBERRY AND BLACKBERRY FUND RESEARCH AND DEVELOPMENT**

	\$
<b>OPENING FUND BALANCE</b>	<b>3,310,116</b>
Levy income	1,150,000
Levy collection costs	(1,600)
Australian Government contribution	782,220
Other income	–
<b>TOTAL INCOME</b>	<b>1,930,620</b>

## Raspberry and Blackberry Fund contracted R&amp;D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Production efficiency gains	Regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT17005	Improving the biosecurity preparedness of Australian horticulture for the exotic Spotted Wing Drosophila	–	–	–	21,303	21,303
Production efficiency gains	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	RB14003	Building resilience to drupelet disorder in Rubus	–	–	–	(10,604)	(10,604)
Production efficiency gains	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	RB17000	Integrated pest management of Redberry mite, <i>Acalitus essigi</i> , on blackberries	–	–	–	75,767	75,767
Production efficiency gains	Regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	RB16000	Rubus minor use permits	–	–	–	2,725	2,725
Production efficiency gains	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	MT18010	Exploring IPM compatible methods for <i>Drosophila suzukii</i> in berry crops	–	–	–	29,568	29,568

Continued &gt;&gt;

## Contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Production efficiency gains	Generation of residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	MT18018	Generation of data for pesticide applications in horticulture	–	–	–	14,545	14,545
Production efficiency gains	Prioritise the major crop protection gaps through a SARP*	MT19008	Strategic Agrichemical Review Process (SARP) – Updates	–	–	–	1,300	1,300
Production efficiency gains	Regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT19006	Across hort support for achieving export MRL compliance	–	–	–	–	15,834
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	ST19018	Mitigating potential Xylella by understanding vectors	–	–	–	–	15,000
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets	–	7,500	–	7,500	15,000
Production efficiency gains	Enhance crop pollination and resilience through improved pollination security	MT16005	Enhanced National Bee Pest Surveillance Program	–	–	1,500	–	1,500
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)	–	77	–	77	154
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT18004	Review of the Biosecurity Plan for the Berry Sector	–	3,500	–	–	3,500
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT18005	Improving access to new germplasm through faster and more accurate diagnostics (PBRI)	15,000	–	15,000	–	30,000
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT19003	Parasitoids for the management of fruit flies in Australia	5,000	–	–	9,000	14,000
Production efficiency gains	Regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT20007	Regulatory Support & Response Co-ordination	–	2,195	–	–	2,195

Continued &gt;&gt;

## Raspberry and Blackberry Fund contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Production efficiency gains	Generation of residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	ST17000	Data Generation Program for Minor Use	–	49,512	–	–	49,512
Extension and capability	Strengthen industry leadership through initiatives and training	LP15001	Masterclass in Horticultural Business	–	–	–	–	10,000
Extension and capability	Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets	MT18020	Facilitating the development of the Australian berry industries	104,806	–	104,806	–	209,612
Extension and capability	Increase engagement between and across industries, across industry members and relevant stakeholders to innovate with, state-based Industry Development Officers (IDOs) and other extension initiatives	MT19009	BerryQuest International 2021	5,000	–	3,333	–	8,333
Extension and capability	Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets	MT20004	Joint Berry Export Trade Development	–	6,617	–	5,867	36,761
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT17015	Consumer behavioural and retail data for fresh produce					21,405
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	1,256	–	1,256	2,511
Enabler	Enabler	MT18009 / MT18011	Ex post impact assessment	–	–	–	–	1,120
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	2,582
Enabler	Enabler	MT20001	Industry Annual Reports 2019/20	–	–	–	–	1,780
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	–	–
Enabler	Enabler	MT18011	Ex-post impact assessment	1,400	1,120	–	–	2,520

Continued &gt;&gt;



## Raspberry and Blackberry Fund contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Enabler	Enabler	MT20008	Industry-specific impact assessment program: RB, BS, MG, NY, and TU	6,000	3,000	–	–	9,000
<b>Contracted investment</b>				<b>137,206</b>	<b>74,776</b>	<b>124,640</b>	<b>158,303</b>	<b>586,924</b>

## Raspberry and Blackberry Fund uncontracted new R&amp;D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Inform health care providers (HCPs) and other key influencers with current nutritional and health attribute information and data about Australian berries	MT21000	Health and nutrition education program for the Berry Industry	–	–	–	–	60,000
Demand creation	Increase domestic consumer demand for Australian berries through improving consumer knowledge, attitudes and purchase intent	TBC	Phenomenon – Berries	–	–	–	–	30,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Integrated management approaches to address current pest challenges in rubus.	–	–	–	–	140,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Using pheromones and traps in the management of mirids and vegetable bugs	–	–	–	–	8,000
Industry supply, productivity and sustainability	Inform berry growers on the emerging options, risks and opportunities afforded by protected cropping systems	TBC	Alternative growing media for hydroponic berry production – a desktop review.	–	–	–	–	15,000
Industry supply, productivity and sustainability	Review new postharvest and supply chain technologies available to the berry industry to maximise quality and profitability, including establishing quality standards and a methodology to measure and monitor when quality is below consumer expectations	TBC	Supply Chain Best Practice Guide	–	–	–	–	25,000

Continued &gt;&gt;

## Raspberry and Blackberry Fund uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Develop a long-term sustainability program that includes a set of values, practices and communication activities that support a well-respected and sustainable berry industry (e.g., recycling of coir, plastics and water)	TBC	Berry Code of Conduct	–	–	–	–	30,000
Industry supply, productivity and sustainability	Develop a long-term sustainability program that includes a set of values, practices and communication activities that support a well-respected and sustainable berry industry (e.g., recycling of coir, plastics and water)	TBC	Berry Sustainability Strategy	–	–	–	–	30,000
Industry supply, productivity and sustainability	Review options to reduce the costs of labour in the berry industry through automation, mechanisation and/ or robotic systems or improved management practices	TBC	Opportunities to improve labour use efficiency through automation and improved management practices	–	–	–	–	50,000
Extension and capability	Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets		Barriers to best practice across diverse communities – CALD	–	–	–	–	100,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Masterclass in Horticultural Business Scholarship	–	–	–	–	8,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Emerging Leaders Program	–	–	–	–	16,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Lean Leaders Program	–	–	–	–	30,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Nuffield Scholarship	–	–	–	–	18,000
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21004	Behavioural Data	–	–	–	–	24,000
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21003	Demand Spaces	–	–	–	–	8,308

Continued &gt;&gt;

## Raspberry and Blackberry Fund uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21200	Usage and attitudes	–	–	–	–	4,237
<b>Uncontracted new investment</b>				–	–	–	–	<b>596,545</b>
<b>Available for new investment</b>								<b>191,375</b>
<b>CCR</b>								<b>265,892</b>
<b>Projected end balance</b>								<b>3,600,000</b>

**Disclaimer:** All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

## RASPBERRY AND BLACKBERRY FUND MARKETING

	\$
<b>OPENING FUND BALANCE</b>	<b>143,281</b>
Levy income	230,000
Levy collection costs	(2,000)
Other income	–
<b>TOTAL INCOME</b>	<b>228,000</b>

## Raspberry and Blackberry Fund contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian berries through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	4,803	3,550	4,803	3,550	16,707
<b>Contracted investment</b>				<b>4,803</b>	<b>3,550</b>	<b>4,803</b>	<b>3,550</b>	<b>16,707</b>

## Raspberry and Blackberry Fund uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian berries through improving knowledge, attitudes and purchase intent	TBC	Brand Health Tracking	–	–	–	–	12,000
Demand creation	Increase domestic consumer demand for Australian berries through improving knowledge, attitudes and purchase intent	TBC	Rubus Marketing Program FY22	–	–	–	–	200,000
<b>Uncontracted investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>212,000</b>

**Available for new investment**

**81,303**

**CCR**

**61,271**

**Projected end balance**

**–**

*Disclaimer: All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.*

**TABLE 3. INDICATIVE ESTIMATES** FOR THE STRAWBERRY ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****STRAWBERRY FUND RESEARCH AND DEVELOPMENT**

	\$
<b>OPENING FUND BALANCE</b>	<b>1,652,757</b>
Levy income	660,000
Levy collection costs	(8,500)
Australian Government contribution	1,544,991
Other income	–
<b>TOTAL INCOME</b>	<b>2,196,491</b>

## Strawberry Fund contracted R&amp;D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase industry access to export training materials and mechanisms for business-to-business engagement	MT20004	Joint Berry Export Trade Development	–	19,850	–	17,600	37,449
Production efficiency gains	Generation of residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	BS16001	Strawberry Minor Use Permits	–	–	–	–	–
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	ST19018	Mitigating potential Xylella by understanding vectors	–	–	–	–	–
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	ST19017	Biosecurity Preparedness through developing capacity for in-field detection of Spotted Wing Drosophila	–	–	–	–	–
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets	–	7,500	–	7,500	15,000

Continued &gt;&gt;

## Strawberry Fund contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Production efficiency gains	Ensure that superior strawberry varieties that match consumer expectations are available to growers and that BMP techniques are available to optimise returns to growers	BS17000	National Strawberry Varietal Improvement Program	–	420,012	–	123,991	544,003
Production efficiency gains	Ensure that superior strawberry varieties that match consumer expectations are available to growers and that BMP techniques are available to optimise returns to growers	BS19000	High health pre-commercial propagation material for Australian strawberry growers	167,400	–	–	–	167,400
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	FF18003	SITplus production facility – proof of concept	–	36,429	–	35,714	72,143
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT14052	Essential Market Access Data Packages	–	50,448	–	81,927	132,374
Production efficiency gains	Enhance crop pollination and resilience through improved pollination security	MT16005	Enhanced National Bee Pest Surveillance Program	–	–	1,500	–	1,500
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)	–	77	–	77	154
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT18004	Review of the Biosecurity Plan for the Berry Sector	–	3,500	–	–	3,500
Production efficiency gains	Protect the biosecurity status of the Australian berry industry	MT19003	Parasitoids for the management of fruit flies in Australia	22,000	–	–	8,000	30,000
Production efficiency gains	Regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT20007	Regulatory Support & Response Co-ordination	–	2,082	–	–	2,082
Production efficiency gains	Generation of residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	ST17000	Data Generation Program for Minor Use	–	3,811	–	–	3,811

Continued &gt;&gt;

## Strawberry Fund contracted R&amp;D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Deliver extension and communication capabilities to support industry achievement of supply and demand priorities across berry industry segments, for both export and domestic markets	MT18020	Facilitating the development of the Australian berry industries	192,145	–	192,145	–	384,289
Extension and capability	Increase engagement between and across industries, across industry members and relevant stakeholders to innovate with, state-based Industry Development Officers (IDOs) and other extension initiatives	MT19009	BerryQuest International 2021	5,000	–	3,333	–	8,333
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT17015	Consumer behavioural and retail data for fresh produce ;;Woolworths Raw Data	3,036	3,036	–	–	6,072
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	1,256	–	1,256	2,511
Enabler	Enabler	BS20910	Industry advice and consultation	–	–	–	–	–
Enabler	Enabler	MT20003	SIP Development of Support	–	–	–	–	–
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	–	–
Enabler	Enabler	MT18011	Ex-post impact assessment	3,378	2,702	–	–	6,081
Enabler	Enabler	MT20008	Industry-specific impact assessment program: RB, BS, MG, NY, and TU	6,000	3,000	–	–	9,000
<b>Contracted investment</b>				<b>398,959</b>	<b>553,702</b>	<b>196,978</b>	<b>276,063</b>	<b>1,425,702</b>



## Strawberry Fund uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Inform health care providers (HCPs) and other key influencers with current nutritional and health attribute information and data about Australian berries	MT21000	Health and Nutrition Education for Berries	–	–	–	–	60,000
Demand creation	Increase domestic consumer demand for Australian berries through improving consumer knowledge, attitudes and purchase intent	TBC	Phenomenon – Berries	–	–	–	–	30,000
Demand creation	Develop resource material required by businesses to enter and develop exports with existing markets	TBC	AM21000 Serviced Supply Chains	–	–	–	–	80,000
Production efficiency gains	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Methyl Bromide disinfestation of strawberries for fruit fly	–	–	–	–	60,000
Production efficiency gains	Ensure that superior strawberry varieties that match consumer expectations are available to growers and that BMP techniques are available to optimise returns to growers	BS20000	Profitable Strawberries: New knowledge to drive quality and profitability	–	–	–	–	33,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Integrated management approaches to address current pest challenges in rubus	–	–	–	–	50,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose, sustainable pest and disease management strategies for berry production systems	TBC	Using pheromones and traps in the management of mirids and vegetable bugs	–	–	–	–	8,000
Industry supply, productivity and sustainability	Inform berry growers on the emerging options, risks and opportunities afforded by protected cropping systems	TBC	Alternative growing media for hydroponic berry production – a desktop review	–	–	–	–	15,000
Industry supply, productivity and sustainability	Develop a long-term sustainability program that includes a set of values, practices and communication activities that support a well-respected and sustainable berry industry (e.g., recycling of coir, plastics and water)	TBC	Berry Code of Conduct	–	–	–	–	30,000
Industry supply, productivity and sustainability	Review options to reduce the costs of labour in the berry industry through automation, mechanisation and/ or robotic systems or improved management practices	TBC	Opportunities to improve labour use efficiency through automation and improved management practices	–	–	–	–	50,000

Continued &gt;&gt;

## Strawberry Fund uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Masterclass in Horticultural Business Scholarship	–	–	–	–	8,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Emerging Leaders Program	–	–	–	–	16,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Lean Leaders Program	–	–	–	–	10,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Nuffield Scholarship	–	–	–	–	10,000
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21004	Behavioural Data	–	–	–	–	6,000
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21003	Demand Spaces	–	–	–	–	14,107
Business insights	Use consumer insights to drive industry alignment with quality and brand positioning opportunities*	MT21200	Usage and attitudes	–	–	–	–	7,194
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>487,301</b>
<b>Available for new investment</b>								<b>543,221</b>
<b>CCR</b>								<b>432,982</b>
<b>Projected end balance</b>								<b>960,042</b>

**Disclaimer:** All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

## Financial table definitions:

**Opening fund balance:** Forecast opening fund balance

**Net levy income:** Net levy income/revenue that is generated and collected by levy revenue services (LRS)

**Australian Government contribution:** Amount of contribution from the Australian Government on R&D levy-funded expenditure

**Contracted investment:** Estimated value of contracted projects

**Uncontracted investment:** Represents the estimated dollar value that is available for potential new investments for industry subject to industry advice

**CCR:** Cost to implement and manage R&D and marketing investment programs for each industry

**Projected end balance:** Forecast of the anticipated final position of each fund

**Enabler:** Investments that support the delivery of the SIP

**Available for new investment:** Uncontracted projects and the figure indicated in the SIP as available for new investment

Find out more information on the Blueberry Fund  
at [www.horticulture.com.au/blueberry/](http://www.horticulture.com.au/blueberry/)

Find out more information on the Raspberry and Blackberry Fund  
at [www.horticulture.com.au/raspberry-and-blackberry/](http://www.horticulture.com.au/raspberry-and-blackberry/)

Find out more information on the Strawberry Fund  
at [www.horticulture.com.au/strawberry/](http://www.horticulture.com.au/strawberry/)