

Citrus Annual Investment Plan 2021/22

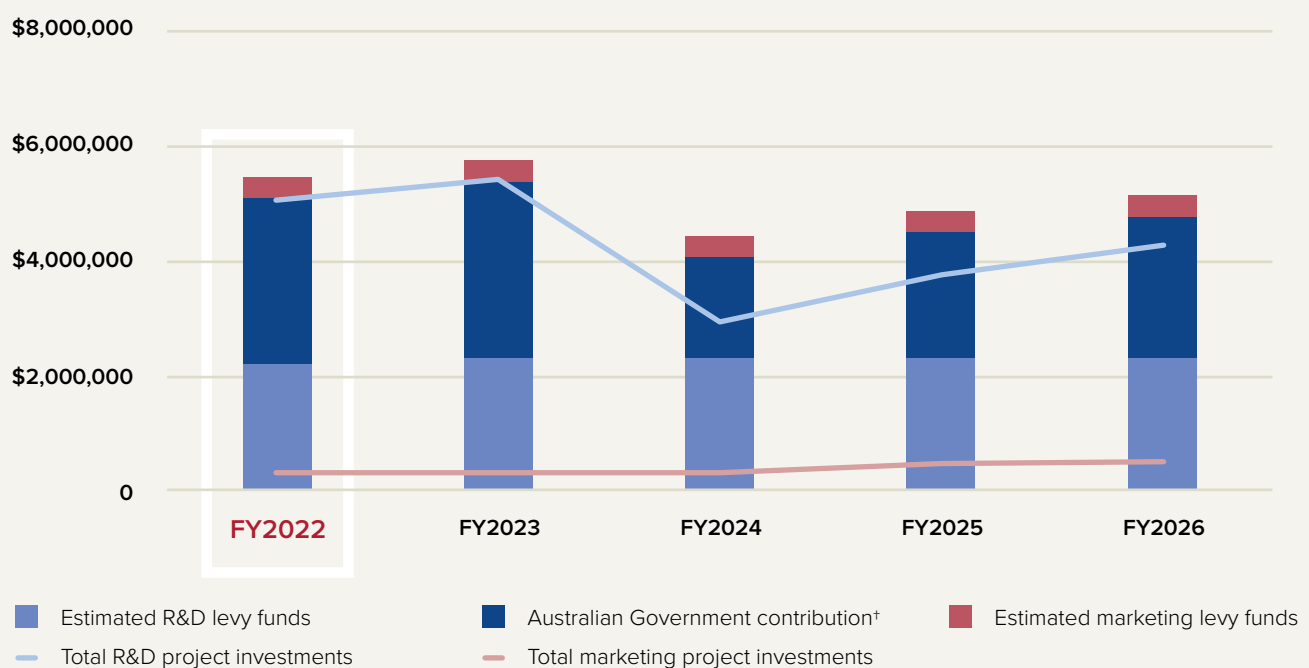


The 5-year Strategic Investment Plan

The citrus Strategic Investment Plan (SIP) 2022-2026 provides a roadmap to guide Hort Innovation's investment of citrus industry levies and Australian Government contribution, ensuring investment decisions are aligned with industry priorities.

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

FIGURE 1. INDICATIVE FUNDING AVAILABILITY FOR THE CITRUS FUND'S FIVE-YEAR INVESTMENT PROGRAM



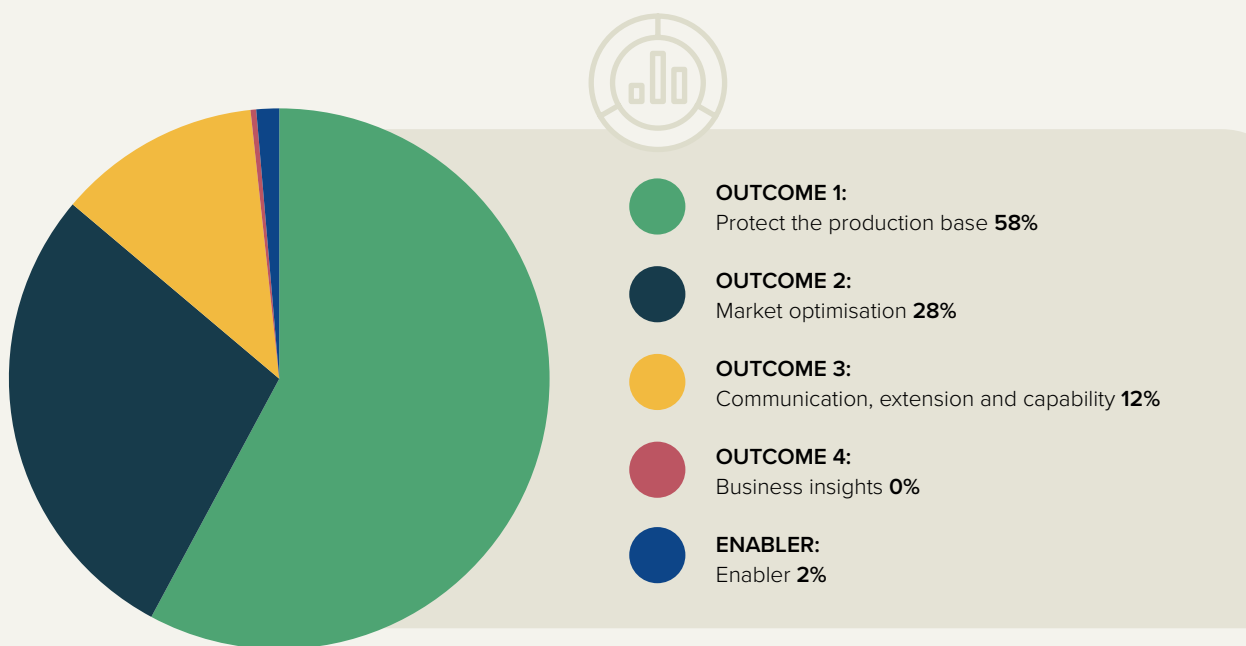
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the citrus Annual Investment Plan

Investment decisions in the Citrus Fund are guided by the citrus 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 citrus AIP each year.

Figure 2 summarises how the AIP will invest in the SIP outcome areas for FY2022.

FIGURE 2. CITRUS STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$3,751,281

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

Citrus 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 Citrus Fund in FY2022. Outcomes in the citrus SIP 2022-2026 are defined below for your reference when reading the financial table.

Outcome 1 – Protect the production base

The Australian citrus industry has increased profitability, efficiency, and sustainability by protecting the production base through innovative research and development, biosecurity threats, sustainable best management practices and varieties.

Outcome 2 – Market optimisation

Market optimisation supports the Australian citrus industry to develop and optimise existing and future domestic and international markets.

Outcome 3 – Communication, extension and capability

Enhanced adoption of R&D and marketing outcomes through effective communication and extension initiatives.

Outcome 4 – Business insights

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

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

	\$
OPENING FUND BALANCE	1,403,530
Levy income	2,200,000
Levy collection costs	(114,000)
Australian Government contribution	2,903,562
Other income	–
TOTAL INCOME	4,989,562

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Generate residue, efficacy and crop safety data to support applications to the APVMA to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	CT16000	Citrus Minor Use Permits	–	–	–	5,900	5,900
Protect the production base	Generate residue, efficacy and crop safety data to support applications to the APVMA to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	CT18001	Citrus agrichemical and export MRL program	–	–	–	89,334	89,334
Protect the production base	Develop postharvest practices and guidelines to ensure quality product reaches consumers	CT19003	Australian Citrus Postharvest Program	–	–	–	66,521	66,521
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	CT19004	Reducing the risk of illegally imported citrus budwood	–	–	–	100,000	100,000

Continued >>

Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	ST18000 / ST19001	Remote sensing for biosecurity surveillance in urban and peri-urban environments	–	–	–	40,000	40,000
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	ST19018	Xylella vectors	–	–	–	10,000	10,000
Protect the production base	Improve access to new scion and rootstock varieties with superior performance through breeding and by evaluating varieties from global programs, including identification of new rootstocks suitable for automation and high-density production systems	CT21001	Australian Citrus Breeding program	–	–	–	242,180	242,180
Protect the production base	Increase knowledge of automation and use of technology, including improved orchard systems to allow for automation of production practices for fresh and juicing	CT17000	Improving citrus quality with regulated deficit irrigation	–	–	–	71,443	71,443
Protect the production base	Improve access to new scion and rootstock varieties with superior performance through breeding and by evaluating varieties from global programs, including identification of new rootstocks suitable for automation and high-density production systems	CT17002	Evaluation of new rootstocks for the Australian citrus industry 2017-2022	–	–	–	122,363	122,363
Protect the production base	Improve access to new scion and rootstock varieties with superior performance through breeding and by evaluating varieties from global programs, including identification of new rootstocks suitable for automation and high-density production systems	CT17006	Evaluation of new citrus varieties 2017-2022	–	118,469	–	–	118,469

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	CT17007	Improving diagnostics and biosecurity for graft-transmissible diseases in citrus	111,933	–	112,197	–	224,130
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	CT17008	Protecting Australia's citrus genetic material	49,934	–	–	–	49,934
Protect the production base	Improve access to new scion and rootstock varieties with superior performance through breeding and by evaluating varieties from global programs, including identification of new rootstocks suitable for automation and high-density production systems	CT18004	Breeding new rootstocks for the Australian Citrus industry	–	27,879	–	27,878	55,757
Protect the production base	Increase knowledge of automation and use of technology, including improved orchard systems to allow for automation of production practices for fresh and juicing	CT19002	Afourer Mandarin Best Practice Canopy Management	–	67,746	–	–	67,746
Protect the production base	Develop postharvest practices and guidelines to ensure quality product reaches consumers	CT19003	Citrus Postharvest Program	33,260	33,261	–	–	66,521
Protect the production base	Increase knowledge of automation and use of technology, including improved orchard systems to allow for automation of production practices for fresh and juicing	CT19005	Reducing granulation in imperial mandarins	–	16,875	–	16,874	33,749
Protect the production base	Develop and optimise a whole-systems approach to IPDM	CT19009	Integrated pest management of citrus gall wasp and Fuller's rose weevil	–	58,453	–	58,453	116,906
Protect the production base	Develop and optimise a whole-systems approach to IPDM	CT19011	Citrus Industry IPDM extension program	–	–	–	22,304	22,304

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	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	–	120,000
Protect the production base	Monitor and manage food safety risks to maintain consumer confidence in Australian citrus	CT20005	Managing microbial food safety risks in the citrus industry	–	71,031	–	100,000	171,031
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	CT20006	Citrus industry biosecurity preparedness strategy	–	–	175,900	–	175,900
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	CT21002	Protecting Australia's citrus genetic material	–	3,000	–	–	3,000
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	FF18003	SITplus production facility – proof of concept	–	36,429	–	35,714	72,143
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)	–	9,718	–	8,218	17,936

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	MT18005	Improving access to new germplasm through faster and more accurate diagnostics (PBRI)	15,000	–	15,000	–	30,000
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	MT19003	Parasitoids for the management of fruit flies in Australia	5,000	–	–	5,000	10,000
Protect the production base	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*	MT20007	Regulatory Support & Response Co-ordination	–	6,743	–	–	6,743
Protect the production base	Increase knowledge of automation and use of technology, including improved orchard systems to allow for automation of production practices for fresh and juicing	ST19008	Multi-scale Monitoring Tools for Managing Australian Tree Crops: Phase 2	–	–	60,000	–	60,000
Market optimisation	Increase international consumer awareness and preference of fresh, quality Australian citrus through improving knowledge, attitudes and purchase intent	AM17010	Taste Australia Trade Shows	–	–	–	20,000	20,000
Market optimisation	Increase international consumer awareness and preference of fresh, quality Australian citrus through improving knowledge, attitudes and purchase intent	MT19010 / MT18017	Taste Australia Retail R&D program	–	–	–	66,327	66,327
Market optimisation	Increase international consumer awareness and preference of fresh, quality Australian citrus through improving knowledge, attitudes and purchase intent	AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets	–	15,250	–	15,250	30,500

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Market optimisation	Maintain and improve technical market access for high-value export markets	CT18002	Citrus Market Development, Market Access and Quality Program	–	185,793	296,761	–	482,554
Market optimisation	Increase domestic consumer demand for Australian citrus through improving knowledge, attitudes and purchase intent	CT20004	Citrus Literature Review	–	31,560	–	–	31,560
Market optimisation	Maintain and improve technical market access for high-value export markets	MT14052	Essential Market Access Data Packages	–	109,380	–	46,665	156,045
Communication, extension and capability	Strengthen industry leadership through initiatives and training (e.g., succession planning in research and industry) including development of leadership skills, capacity building and training initiatives, and supporting targeted industry conferences, workshops and events	CT19001	Citrus Harvest handbook	–	–	–	19,075	19,075
Communication, extension and capability	Strengthen industry leadership through initiatives and training (e.g., succession planning in research and industry) including development of leadership skills, capacity building and training initiatives, and supporting targeted industry conferences, workshops and events	CT19002	Afourer mandarin best practice canopy management	–	–	–	67,746	67,746
Communication, extension and capability	Strengthen industry leadership through initiatives and training (e.g., succession planning in research and industry) including development of leadership skills, capacity building and training initiatives, and supporting targeted industry conferences, workshops and events	CT210000	Citrus Communications program	–	–	–	200,000	200,000
Communication, extension and capability	Deliver communication and extension programs to create positive change in the areas of biosecurity preparedness, varieties that meet consumer demand, sustainable production, pest and disease management, and export protocols and markets	CT18000	Citrus Industry Communication Program	150,900	–	–	–	150,900
Communication, extension and capability	Provide opportunities for business engagement between industry, across industry members and relevant stakeholders	CT20000	Citrus Technical Forums 2020 – 2024	–	–	–	17,835	17,835

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT17015	Consumer behavioural and retail data for fresh produce; Woolworths Raw Data	3,348	3,348	–	–	6,696
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	3,013	–	3,013	6,026
Enabler	Enabler	MT18011	Ex post impact assessment / Industry specific impact assessment	–	–	–	8,481	8,481
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	25,338	25,338
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	1,922	1,922
Enabler	Enabler	MT18011	Ex-post impact assessment	8,481	6,785	–	–	15,266
Contracted investment				437,856	804,733	719,858	1,513,834	3,476,281

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Develop and optimise a whole-systems approach to IPDM	CT20008	Epidemiology and management of citrus black core rot in citrus.	–	–	–	–	200,000
Protect the production base	Develop and optimise a whole-systems approach to IPDM	CT20009	Integrated disease management of citrus black spot and Emperor brown spot	–	–	–	–	207,322
Protect the production base	Generate residue, efficacy and crop safety data to support applications to the APVMA to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	MT20007	Data generation, efficacy trials, minor use permits	–	–	–	–	10,000
Protect the production base	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	Regulatory affairs support	–	–	–	–	17,953

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Uncontracted new R&D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Protect the production base	Improve industry preparedness, responsiveness and resilience to biosecurity threats including plant material, including contingency plans against exotic threats, diagnostic capacity, strong post-entry quarantine capacity, a register of nurseries, and budwood traceability systems	TBC	Biosecurity Plan renewals	–	–	–	–	22,000
Market optimisation	Maintain and improve technical market access for high-value export markets	TBC	Independent mid term review of CT18002	–	–	–	–	43,000
Market optimisation	Maintain and improve technical market access for high-value export markets	CT21003	Mid Term Review CT18002	–	–	–	–	43,000
Business insights	Undertake ongoing market intelligence work to understand consumer preferences and the global competitive landscape	CT20002	Export market opportunities for Australian Citrus Juice	–	–	–	–	100,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Nielsen Behavioural data	–	–	–	–	30,000
Business insights	Use trade data to guide ongoing export development opportunities*	TBC	Horticulture Trade data	–	–	–	–	6,367
Business insights	Use production forecasts (via tree census) to support market planning in domestic and export markets, including industry benchmarking	TBC	Production forecasts	–	–	–	–	10,000
Business insights	Use production forecasts (via tree census) to support market planning in domestic and export markets, including industry benchmarking	CT20007	Economic analysis of the citrus industry	–	–	–	–	100,000
Business insights	Undertake ongoing market intelligence work to understand consumer preferences and the global competitive landscape	TBC	Consumer research in key export markets for the citrus industry	–	–	–	–	200,000
Enabler	Enabler	MT20003	Strategic investment plan – refresh	–	–	–	–	38,318
Enabler	Enabler	TBC	Across horticulture impact assessment	–	–	–	–	9,481
Enabler	Enabler	TBC	Annual reports	–	–	–	–	2,341

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Uncontracted new R&D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Uncontracted new investment				-	-	-	-	1,039,782
Available for new investment								400,000
CCR								741,000
Projected end balance								736,029

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.

MARKETING

	\$
OPENING FUND BALANCE	674,119
Levy income	380,000
Levy collection costs	(31,000)
Other income	-
TOTAL INCOME	349,000

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Market optimisation	Increase international consumer awareness and preference of fresh, quality Australian citrus through improving knowledge, attitudes and purchase intent	MT17020	Taste Australia Retail Channel (Marketing)	–	275,000	–	–	275,000
Contracted investment				–	275,000	–	–	275,000

Uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
				–	–	–	–	–
Uncontracted investment				–	–	–	–	–
Available for new investment								125,348
CCR								82,771
Projected end balance								540,000

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

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 Citrus Fund
at www.horticulture.com.au/citrus/