

# Mushroom Annual Investment Plan 2021/22

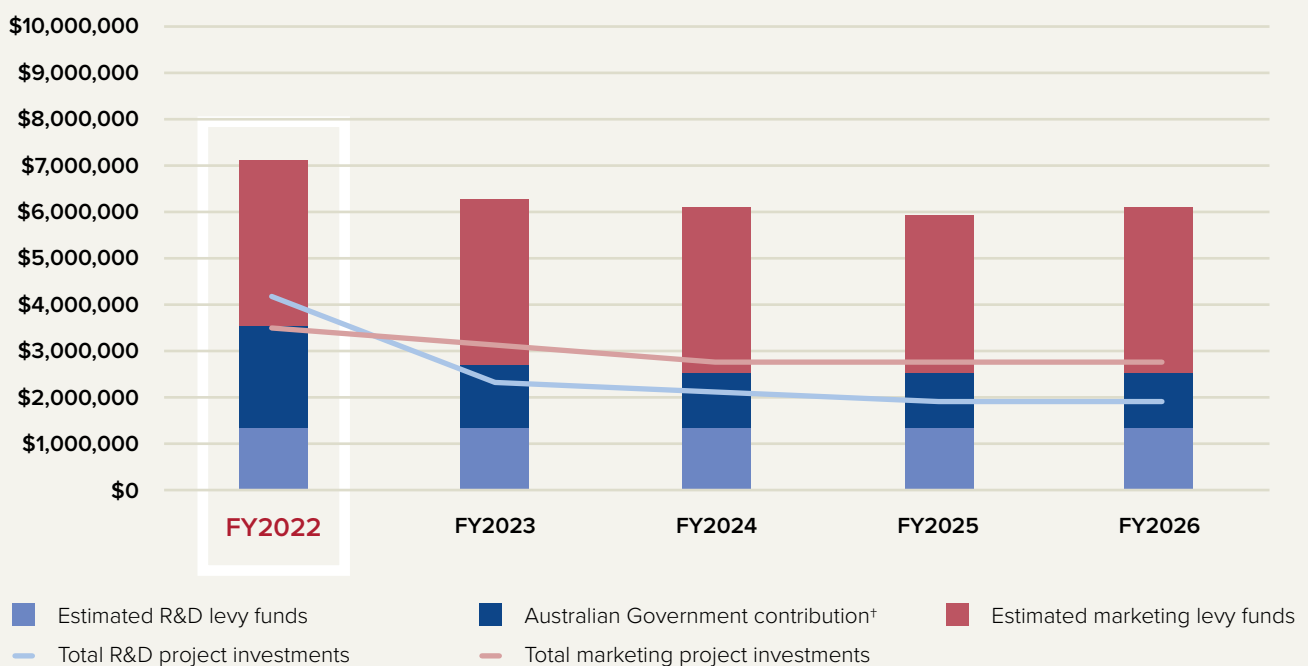


# The 5-year Strategic Investment Plan

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

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

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



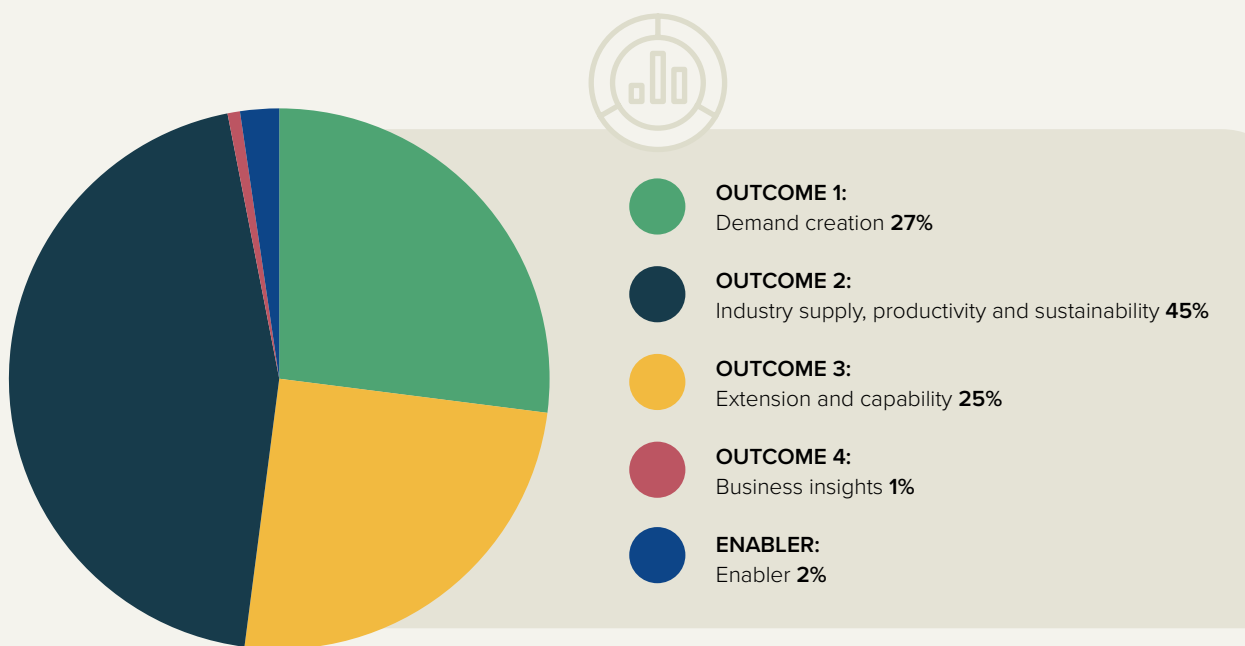
\* Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the mushroom Annual Investment Plan

Investment decisions in the Mushroom Fund are guided by the mushroom 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 mushroom AIP each year.

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

**FIGURE 2.** MUSHROOM STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



## \$1,769,742

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

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

## Outcome 1 – Demand creation

Demand creation supports the Australian mushroom industry to develop existing and future domestic markets.

## Outcome 2 – Industry supply, productivity and sustainability

The Australian mushroom industry has improved profitability, efficiency and sustainability through innovative production systems, reduced costs, and effective risk management.

## Outcome 3 – Extension and capability

Improved capability and an innovative culture in the Australian mushroom industry maximises adoption of investments in productivity and demand.

## Outcome 4 – Business insights

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

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

**TABLE 1. INDICATIVE ESTIMATES** FOR THE MUSHROOM ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021**

## RESEARCH AND DEVELOPMENT

	\$
<b>OPENING FUND BALANCE</b>	<b>2,642,385</b>
Levy income	1,280,000
Levy collection costs	(4,000)
Australian Government contribution	2,285,500
Other income	–
<b>TOTAL INCOME</b>	<b>3,561,500</b>

### Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian mushrooms through improving knowledge, attitudes and purchase intent	MU20001	Cholesterol Initial project – Phase 1	–	–	–	–	70,800
Demand creation	Increase domestic consumer demand for Australian mushrooms through improving knowledge, attitudes and purchase intent	MU17002	Educating Stakeholders on the Health Benefits of Mushrooms	–	130,000	–	–	130,000
Demand creation	Increase domestic consumer demand for fresh, quality Australian mushrooms through alternative menu uses in foodservice channels	MU20003	Educating the food industry about Australian Mushrooms	5,000	–	49,520	54,520	109,041
Industry supply, productivity and sustainability	Generate 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	MU16002	Mushroom Minor Use Permits	–	–	–	–	–

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

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Develop knowledge to improve supply chains and improve the presentation/shelf life of mushrooms through new R&D	MU19005	desk top audit of additives used by industry for improving the whiteness of mushrooms	–	–	–	–	–
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	MT20007	Regulatory Support & Response Co-ordination	–	3,598	–	–	3,598
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose pest and disease management strategies including IPM and biological agents as part of mushroom production systems	MU16003	Pest and Disease Management and Research Services	84,939	–	84,939	202,076	371,954
Industry supply, productivity and sustainability	Support an Australian mushroom centre of excellence for compost and mushroom production RD&E	MU16004	Marsh Lawson Mushroom Research Centre (MLMRC)	–	47,940	–	119,850	167,790
Industry supply, productivity and sustainability	Enhance the efficiency of mushroom production systems including casing, compost, labour and energy	MU17004	Optimizing Nitrogen use Efficiency in Mushroom Composting	–	–	82,800	–	82,800
Industry supply, productivity and sustainability	Enhance the efficiency of mushroom production systems including casing, compost, labour and energy	MU17006	Developing a database of bio-markers for compost quality control to maximise production yield	–	38,740	–	77,480	116,220
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	MU18006	Development of a Bio-security plan for Australian Mushrooms	–	9,918	–	15,999	25,917
Industry supply, productivity and sustainability	Enhance the efficiency of mushroom production systems including casing, compost, labour and energy	MU20004	A scoping study to review fungi based global innovations to inform product development opportunities	17,280	–	8,640	–	25,920
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU18007	Australian Mushroom Crisis Risk management	–	–	–	–	–

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## 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 communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU19006	Mushroom industry road show	–	–	–	–	25,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU19007	Mushroom Conference Support	–	–	–	–	80,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU18001	Mushroom Industry Communications Program	107,862	–	150,432	–	258,295
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU20000	Extension and Adoption for Food Safety, Quality and Risk Management	–	20,070	–	20,070	40,140
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU20006	Mushroom industry crisis and reputation risk management	–	19,866	–	19,866	39,732
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights	MT17015	Consumer behavioural and retail data for fresh produce ;;Woolworths Raw Data	6,571	6,571	–	–	13,142
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	29,200
Enabler	Enabler	MU21910	Industry Advice and Grower Consultation	–	–	–	–	5,000
Enabler	Enabler	MU20999	Scoping & Pre Procurement	–	–	–	–	–
Enabler	Enabler	MT18011	Ex-post impact assessment	3,864	3,091	–	–	6,955
<b>Contracted investment</b>				<b>225,516</b>	<b>279,794</b>	<b>376,332</b>	<b>509,861</b>	<b>1,601,503</b>

## Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for fresh, quality Australian mushrooms through alternative menu uses in foodservice channels		Mushroom Educational Resources:	–	–	–	–	150,000
Industry supply, productivity and sustainability	Generate 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		Minor use Permits – Recurrent	–	–	–	–	10,000
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	MU21002	Desktop Review of Pathway Risks for the Mushroom Industry	–	–	–	–	45,000
Industry supply, productivity and sustainability	Improve on-farm sustainability and efficiency including through waste product development and recycling opportunities		Recycling SMS for Fertiliser in a Circular Economy	–	–	–	–	50,000
Industry supply, productivity and sustainability	Support an Australian mushroom centre of excellence for compost and mushroom production RD&E		MLMRC Continuation	–	–	–	–	650,000
Industry supply, productivity and sustainability	Develop and optimise fit for purpose pest and disease management strategies including IPM and biological agents as part of mushroom production systems		Investigating biological alternatives to control disease pathogens in the mushroom industry	–	–	–	–	600,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU21000	Digitisation of mushroom industry archive	–	–	–	–	20,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU21003	Mushroom Industry Communications Program	–	–	–	–	200,000

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## 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	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU21001	Risk Analysis and Management Strategies for Potential Contamination of Mushroom Compost:	–	–	–	–	90,000
Extension and capability	Improve the presentation, storage and shelf life of mushrooms through new, focused R&D initiatives in collaboration with retail and supply chain partners		Supply Chain Best Practice Management for Quality Control in the Mushroom Industry:	–	–	–	–	200,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of pest and disease management, biosecurity, food safety and supply chain practices along with enhancements to production and on farm sustainability	MU20000	Variation to Mushroom Food Safety Extension and Adoption Project MU20000	–	–	–	–	90,000
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights	MU20005	Mushroom use and attitude study	–	–	–	–	70,000
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights	TBC	Foundational Projects	–	–	–	–	104,327
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights		Demand Elasticity in Mushrooms	–	–	–	–	70,000
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights		Consumer Behavioural Retail Data	–	–	–	–	70,000
Business insights	Increase industry alignment with quality and positioning opportunities driven by consumer insights		Food Service Foundation Market Insights	–	–	–	–	70,000
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>2,489,327</b>

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## Uncontracted new R&amp;D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
<b>Available for new investment</b>								<b>583,055</b>
<b>CCR</b>								<b>610,000</b>
<b>Projected end balance</b>								<b>920,000</b>

## MARKETING

	\$
<b>OPENING FUND BALANCE</b>	<b>835,753</b>
Levy income	3,500,000
Levy collection costs	(8,000)
Other income	–
<b>TOTAL INCOME</b>	<b>3,492,000</b>

## 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 mushrooms through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	44,631	32,988	44,631	32,988	155,239
Demand creation	Increase domestic consumer demand for Australian mushrooms through improving knowledge, attitudes and purchase intent	MU20620	Australian Mushrooms Website and EDM program (MT20620)	13,000	–	–	–	13,000
<b>Contracted investment</b>				<b>57,631</b>	<b>32,988</b>	<b>44,631</b>	<b>32,988</b>	<b>168,239</b>

## 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 mushrooms through improving knowledge, attitudes and purchase intent		Marketing program FY22	–	–	–	–	–
<b>Uncontracted investment</b>				–	–	–	–	–
<b>Available for new investment</b>								<b>3,048,715</b>
<b>CCR</b>								<b>630,799</b>
<b>Projected end balance</b>								<b>480,000</b>

*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 Mushroom Fund  
at [www.horticulture.com.au/mushroom/](http://www.horticulture.com.au/mushroom/)

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