

# Potato Annual Investment Plan 2021/22

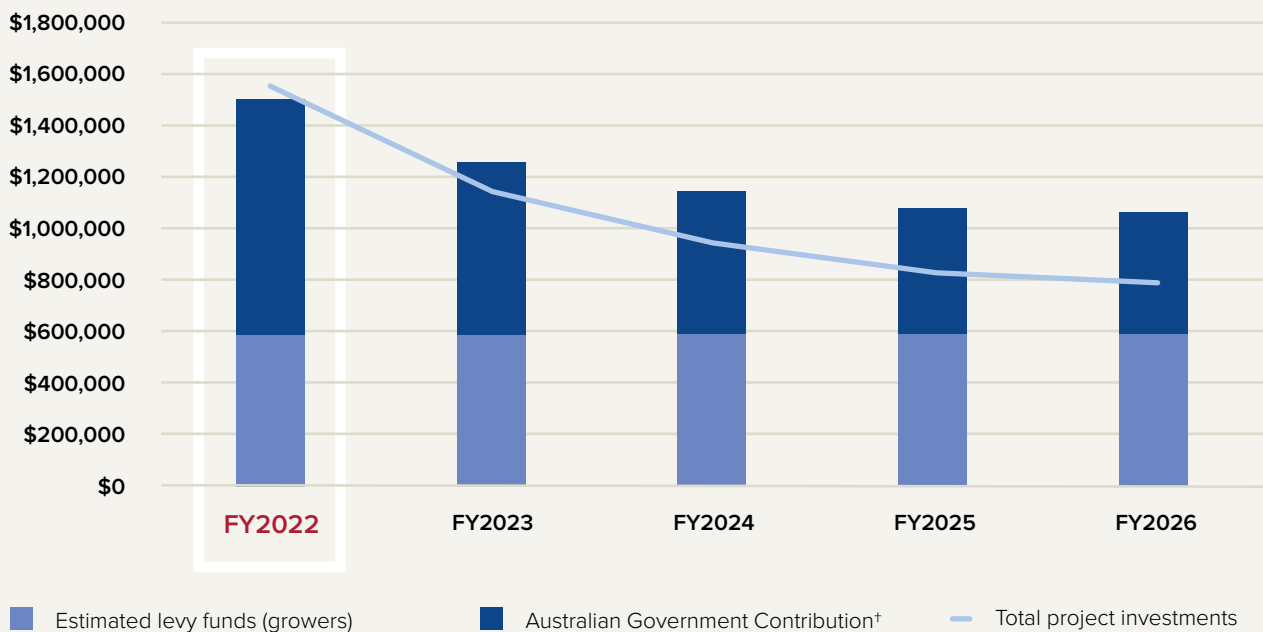


# The potato 5-year Strategic Investment Plan

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

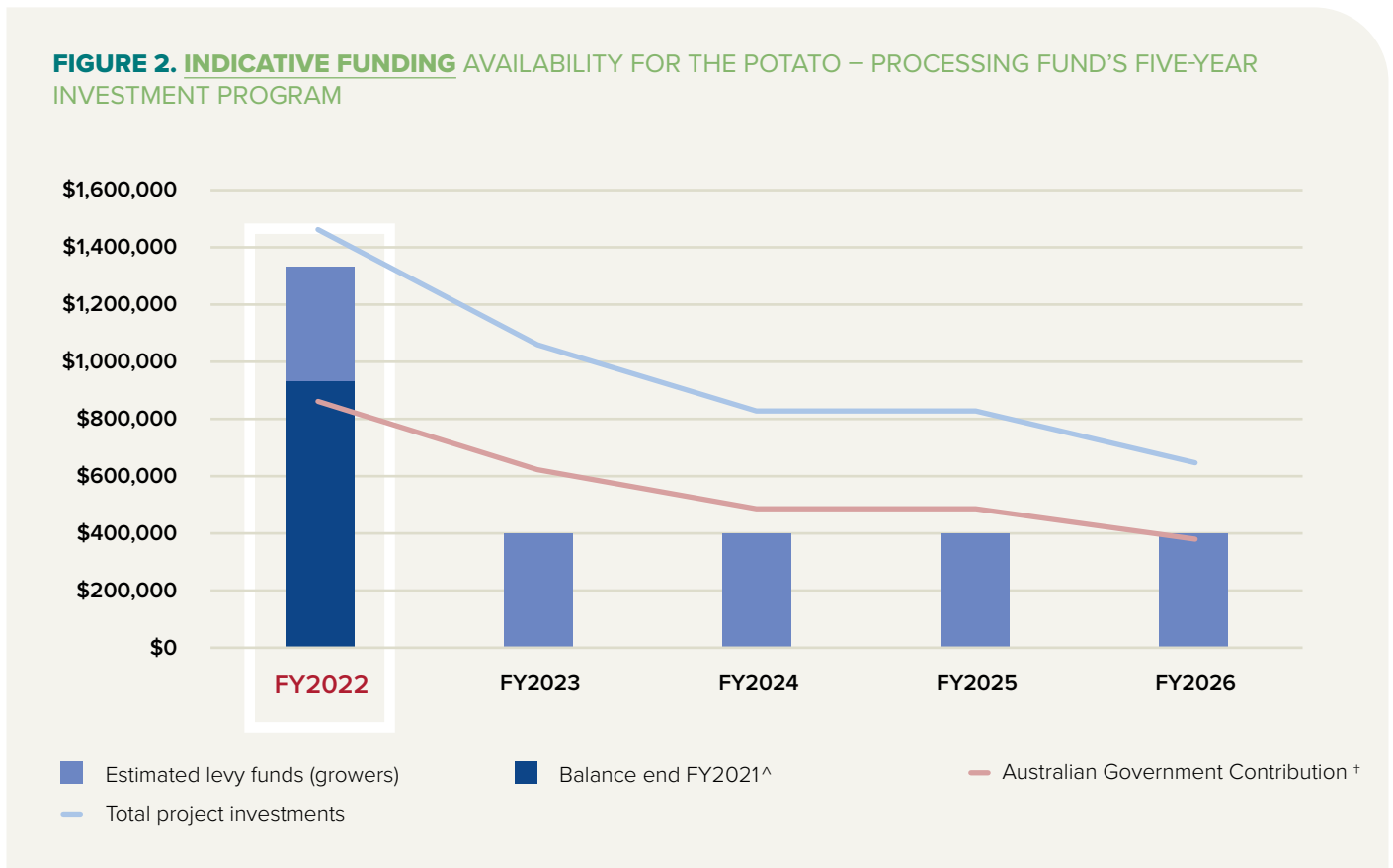
Figure 1 provides an indicative overview of the Potato – Fresh Fund’s funding availability over the life of the SIP (FY2022-FY2026).

**FIGURE 1. INDICATIVE FUNDING** AVAILABILITY FOR THE POTATO – FRESH 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 Potato – Processing Fund’s funding availability over the life of the SIP (FY2022-FY2026).



<sup>^</sup> Indicative levy fund balance at 30 June 2021

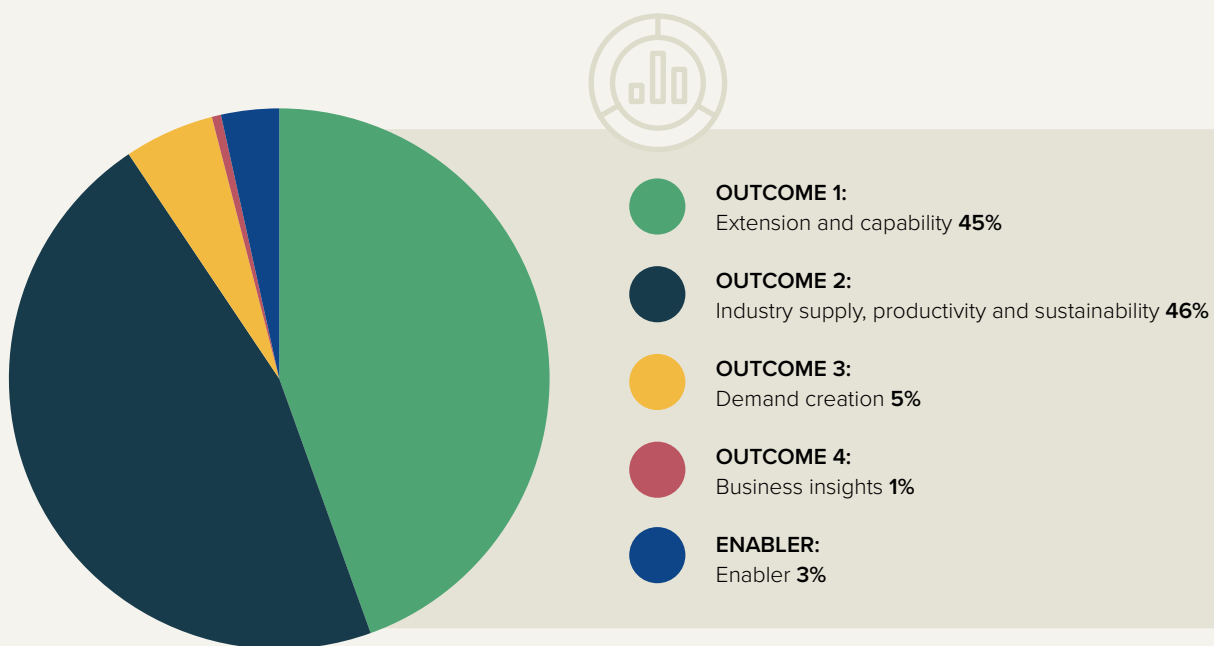
<sup>†</sup> Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the potato Annual Investment Plan

Investment decisions in the Potato – Fresh and Potato – Processing Funds are guided by the potato 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 potato AIP each year.

Figures 3 and 4 summarise how the AIP will invest in the SIP outcome areas for FY2022.

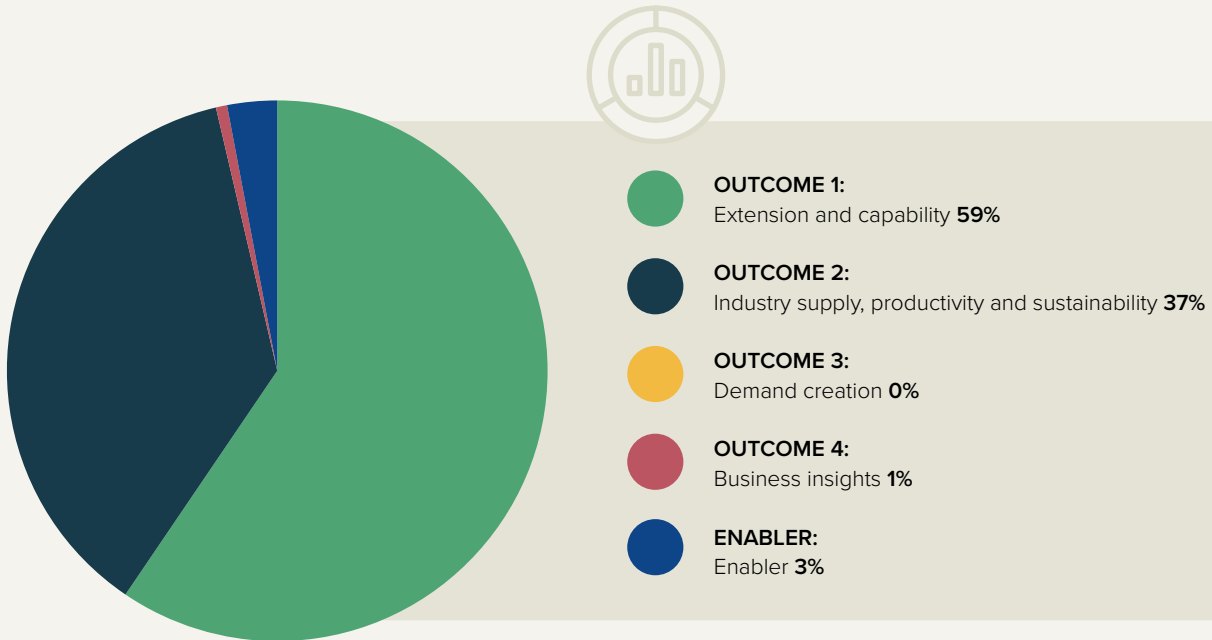
**FIGURE 3. POTATO – FRESH STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022**



**\$739,858**

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE POTATO – FRESH FUND FOR 2021/22

**FIGURE 4.** POTATO – PROCESSING STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



**\$609,826**

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE POTATO – PROCESSING FUND FOR 2021/22

# Potato 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 Potato – Fresh and Potato – Processing Funds in FY2022. Outcomes in the potato SIP 2022-2026 are defined below for your reference when reading the financial table.

## Outcome 1 – Extension and capability

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

## Outcome 2 – Industry supply, productivity and sustainability

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

## Outcome 3 – Demand creation

Demand creation supports the Australian potato industry to develop existing and future markets, both domestically and internationally.

## Outcome 4 – Business insights

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

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

	\$
<b>OPENING FUND BALANCE</b>	<b>554,809</b>
Levy income	600,000
Levy collection costs	(15,000)
Australian Government contribution	901,293
Other income	–
<b>TOTAL INCOME</b>	<b>1,486,293</b>

## Potato – Fresh Fund contracted R&amp;D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	MT18016	Leadership Development	–	–	–	–	18,000
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	LP15006	Attracting New Entrants into Australian Horticulture	1,980	–	–	–	1,980
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	LP16000	Advancing women's leadership across the Australian Horticultural Sector – Pool 2	–	3,960	–	–	3,960
Extension and capability	Provide opportunities for engagement between industry, across potato and vegetable industry members and stakeholders, domestically and internationally	PT18002	Potato Industry Study Tours	9,143	9,143	–	–	18,286

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## Potato – Fresh Fund contracted R&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 best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development (for the fresh potato industry)	PT19003	The Australian potato grower’s manual	60,954	–	–	–	60,954
Extension and capability	Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development (for the fresh potato industry)	PT20000	Australian Potato Industry Communication and Extension Project	–	113,063	–	113,063	226,125
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT17003	Mechanisms and manipulation of resistance to powdery scab in Potato Roots	–	–	–	–	76,548
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	MT16009	An IPM extension program – onion and potato	–	62,510	–	–	62,510
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT18005	Improving access to new germplasm through faster and more accurate diagnostics (PBRI)	9,900	–	9,900	–	19,800
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT18008	National Tomato Potato Psyllid and Zebra Chip Surveillance	–	38,809	–	19,404	58,213
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT19000	Investigating soil pH and nutrition as possible factors influencing Pink Rot in potatoes – a pilot study	–	25,781	–	–	25,781
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT20005	Management strategy for serpentine leafminer, Liriomyza huidobrensis	–	25,000	–	–	25,000
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*	MT20007	Regulatory Support & Response Co-ordination	–	1,675	–	–	1,675

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## Potato – Fresh Fund contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT17002	Program approach for pest and disease potato industry investments	31,068	–	–	–	31,068
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	VG16078	Soil Wealth and Integrated Crop Protection – Phase 2	–	20,203	–	20,203	40,406
Demand creation	Increase domestic and export consumer demand for fresh, quality Australian potatoes through improving knowledge, attitudes and purchase intent	PU19002	A review of the international research on the effects of potato consumption on health	–	–	–	–	39,868
Business insights	Use trade data to guide ongoing export development opportunities for fresh potatoes*	MT19005	Horticulture Trade Data	–	2,038	–	2,038	4,076
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	8,506
Enabler	Enabler	PT201910	Industry Advice and Grower Consultation	–	–	–	–	10,000
Enabler	Enabler	PT21999	Pre-procurement expenses	–	–	–	–	–
Enabler	Enabler	MT18011	Ex-post impact assessment	3,946	3,157	–	–	7,103
<b>Contracted investment</b>				<b>116,991</b>	<b>305,338</b>	<b>9,900</b>	<b>154,708</b>	<b>739,858</b>

## Potato – Fresh Fund uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Increase fresh potato industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Consumer Demand Spaces	–	–	–	–	10,289
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT19002	National survey & management of bacterial soft rot and blackleg of potatoes	–	–	–	–	130,000
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	PU19000	Potato Biosecurity HACCP	–	–	–	–	5,000
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 – recurrent	–	–	–	–	75,000
Business insights	Increase fresh potato industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21004	Behavioural Data	–	–	–	–	24,000
Business insights	Increase fresh potato industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	10,289
Business insights	Increase fresh potato industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	600
Enabler	Enabler	TBC	Impact assessments – to be completed	–	–	–	–	56,875
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	TBC	People Development Strategy	–	–	–	–	13,000
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>325,053</b>

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## Potato – Fresh Fund uncontracted new R&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>483,605</b>
<b>CCR</b>								<b>252,586</b>
<b>Projected end balance</b>								<b>240,000</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.

**TABLE 2. INDICATIVE ESTIMATES** FOR THE POTATO – PROCESSING ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021**

## POTATO – PROCESSING FUND RESEARCH AND DEVELOPMENT

	\$
<b>OPENING FUND BALANCE</b>	<b>934,452</b>
Levy income	400,000
Levy collection costs	(10,000)
Australian Government contribution	858,367
Other income	–
<b>TOTAL INCOME</b>	<b>1,248,367</b>

### Potato – Processing Fund contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	MT18016	Leadership Development	–	–	–	–	9,000
Extension and capability	Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development	PT15008	Extension of the PreDicta Pt Potato Diagnostic Service	–	–	–	–	51,357
Extension and capability	Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development	PT18003	Potato stakeholder needs analysis and extension strategy development	–	–	–	–	2,863
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	LP15006	Attracting New Entrants into Australian Horticulture	1,020	–	–	–	1,020

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## Potato – Processing Fund contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	LP16000	Advancing women's leadership across the Australian Horticultural Sector – Pool 2	–	2,040	–	–	2,040
Extension and capability	Provide opportunities for engagement between industry, across potato and vegetable industry members and stakeholders, domestically and internationally	PT18002	Potato Industry Study Tours	4,710	4,710	–	–	9,420
Extension and capability	Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development	PT19003	The Australian potato grower's manual	60,954	–	–	–	60,954
Extension and capability	Deliver extension and communication capabilities to support industry best practices in biosecurity, precision input management, soil and plant health, meeting quality expectations and trade development	PT20000	Australian Potato Industry Communication and Extension Project	–	113,063	–	113,063	226,125
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT16004	Vegetable Leaf Miner	–	–	–	–	28,174
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT16016	Monitoring Psyllids in Australian potato and vegetable crops	–	–	–	–	13,122
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	PT16004	Review of the National Biosecurity Plan for the Potato Industry	–	–	–	–	737
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT17003	Mechanisms and manipulation of resistance to powdery scab in Potato Roots	–	–	–	–	41,218
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	PT19001	The surveillance of Clo	–	–	–	–	500

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## Potato – Processing Fund contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	MT16009	An IPM extension program – onion and potato	–	25,004	–	–	25,004
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT18005	Improving access to new germplasm through faster and more accurate diagnostics (PBRI)	5,100	–	5,100	–	10,200
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT18008	National Tomato Potato Psyllid and Zebra Chip Surveillance	–	19,992	–	9,996	29,989
Industry supply, productivity and sustainability	Enhance industry biosecurity preparedness and resilience, including preparedness, surveillance and diagnostics	MT20005	Management strategy for serpentine leafminer, <i>Liriomyza huidobrensis</i>	–	–	–	25,000	25,000
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*	MT20007	Regulatory Support & Response Co-ordination	–	775	–	–	775
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT17002	Program approach for pest and disease potato industry investments	16,004	–	–	–	16,004
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT19000	Investigating soil pH and nutrition as possible factors influencing Pink Rot in potatoes – a pilot study	–	13,281	–	–	13,281
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	VG16078	Soil Wealth and Integrated Crop Protection – Phase 2	–	10,408	–	10,408	20,815
Business insights	Use trade data to guide ongoing export development opportunities for fresh potatoes*	MT19005	Horticulture Trade Data	–	2,038	–	2,038	4,076
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	8,510
Enabler	Enabler	PT21910	Advice and grower consultation	–	–	–	–	5,000
Enabler	Enabler	PT21999	Pre-procurement expenses	–	–	–	–	–

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## Potato – Processing Fund contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Enabler	Enabler	MT18011	Ex-post impact assessment	2,579	2,063	–	–	4,642
<b>Contracted investment</b>				<b>90,368</b>	<b>193,373</b>	<b>5,100</b>	<b>160,504</b>	<b>609,826</b>

## Potato – Processing Fund uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
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	Foundational Projects e.g Minor use	–	–	–	–	75,000
Industry supply, productivity and sustainability	Identify and support opportunities to improve productivity and sustainability through effective IPDM, weed control, soil health and cover crops	PT19002	National survey & management of bacterial soft rot and blackleg of potatoes	–	–	–	–	70,000
Enabler	Enabler	TBC	Impact assessments	–	–	–	–	45,000
Extension and capability	Grow industry leadership through initiatives and training for the current work force, increasing horticulture as a career choice and bringing new people into the industry	TBC	People Development Strategy	–	–	–	–	7,000
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>197,000</b>
<b>Available for new investment</b>								<b>659,259</b>
<b>CCR</b>								<b>256,734</b>
<b>Projected end balance</b>								<b>460,000</b>

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## Potato – Processing Fund uncontracted new R&D investments (continued)

**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 Potato – Fresh Fund  
at [www.horticulture.com.au/potato-fresh/](http://www.horticulture.com.au/potato-fresh/)

Find out more information on the Potato – Processing Fund  
at [www.horticulture.com.au/potato-processing/](http://www.horticulture.com.au/potato-processing/)