

# Mushroom Fund Annual Investment Plan 2023/24



## Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Mushroom Fund in 2023/24 can be found below. Each year, mushroom industry representatives meet as advisory panels to discuss investment recommendations in line with the mushroom Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The mushroom advisory panel met on July 5 and 6, 2023, to discuss, provide advice on, and prioritise recommendations on investments in 2023/24. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

*Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the mushroom Annual Investment Plan (AIP) 2024/25.*

**Table 1. Mushroom R&D advisory panel prioritised investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1	Mushroom R&D Coordinator	3-Extension and capability	O3S1 Extension capability
2	Mushroom packaging specifications and options	2-Industry supply, productivity, and sustainability	O2S3 Supply chain collaboration
3	Mushroom throughput supply data insights	4-Business insights	O4S2 Production forecasts
4	Mushroom supply chain and consumer analytics	4-Business insights	O4S1 Consumer insights
5	People Development Strategy	3-Extension and capability	O3S2 Leadership initiatives
6	Mushroom Cubery Testing for Optimised Assets	1-Demand creation	O1S1 Consumer demand
7	Mushroom school education program	1-Demand creation	O1S1 Consumer demand
8	Nuffield Scholarship	3-Extension and capability	O3S2 Leadership initiatives

**Table 2. Mushroom marketing advisory panel prioritised investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1	Mushrooms Marketing FY24 Q2	1. Demand creation	O1S1. Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Mushroom Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the mushroom SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

**Table 3. Current contracted R&D project actuals at 2022/23 and forecast to 2025/26**

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
<a href="#">MU16002</a>	Mushroom minor use program		3,000	3,000	
<a href="#">MU16003</a>	Pest and Disease management and research services	(8,995)			
<a href="#">MU17004</a>	Optimizing nitrogen use efficiency in mushroom composting	41,400	124,200		
<a href="#">MU17006</a>	Developing a database for bio-markers	116,220	154,950		
<a href="#">MU18006</a>	Development of biosecurity plan for Australian Mushrooms	20,557	15,999	29,595	
<a href="#">MU20000</a>	Mushroom food safety and adoption program	59,468	59,468	59,468	56,240
<a href="#">MU20001</a>	Cholesterol Initial project - Phase 1	14,160	226,380	142,660	31,410
<a href="#">MU20003</a>	Educating Food Industry	139,040	64,520	119,790	
<a href="#">MU20006</a>	Crisis Risk Management	39,732	99,331	39,732	99,331
MU21001	Risk Analysis & management strategies for mushroom compost production	102,967	102,968	68,645	
<a href="#">MU21002</a>	Desktop review of pathway risks for the mushroom industry	11,340			
<a href="#">MU21003</a>	Mushroom Industry Communications program	131,440	180,000	180,000	180,000
<a href="#">MU21004</a>	Marsh Lawson Research Centre	156,384	156,384	208,512	
<a href="#">MU21005</a>	Demand elasticity in mushrooms		87,235		
<a href="#">MU21006</a>	Recycling SMS for fertiliser in a circular economy	130,626	(42,588)		
<a href="#">MU21007</a>	Pest and disease management for the Australian mushroom industry	266,355	133,174	133,175	133,175

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
<a href="#">MU21008</a>	Mushroom industry conference	65,000			
<a href="#">MU22000</a>	Non synthetic alternatives to complement current pest & disease management Practices	130,399	97,799	179,298	
<a href="#">MU22001</a>	Scientific basis for a mushroom food group in the Australian Dietary Guidelines	74,400	24,481		
<a href="#">MU22002</a>	Mushroom educational resources	40,000			
<a href="#">MU22003</a>	PHD program to study viruses associated with Agaricus mushrooms in Australia	42,500	9,000	71,500	77,500
<a href="#">MU22004</a>	Evaluating existing and potential ergocalciferol (vitamin D2) health claims for mushrooms	22,147			
<a href="#">MU22005</a>	Mushroom industry lifecycle analysis to understand eco credentials and risks	58,965	68,792	68,793	
<a href="#">MU22006</a>	Online resource platform for mushrooms aimed at health care and food service professionals	77,174	262,392	185,218	246,957
<a href="#">MU22008</a>	Review and evaluation of mushroom packaging	60,000	45,000	30,000	25,000
<a href="#">MU22009</a>	Alternate casing substrate - providing review of research to date and an expert forum for future R&D investment	131,500			
<a href="#">MU22010</a>	Mushroom international study tours - inbound and outbound	67,000	59,800		
<a href="#">MU22011</a>	Mushroom supply chain best practice management	45,820	68,730		
MU22012	Mushroom foodservice research and strategy		50,000		
<a href="#">MT20007</a>	Regulatory Response & Support Coordination	7,199	3,600	5,399	
<a href="#">MT21003</a>	Consumer demand spaces for horticulture	10,191			
<a href="#">MT21004</a>	Consumer Behavioural Retail Data	42,972	42,079	42,079	42,079
<a href="#">MT21005</a>	SARP Updates	4,000			
<a href="#">MT21006</a>	Hort Stats Handbook	6,944	13,889	25,278	

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT21007	Seasonal horticultural labour accommodation study	6,249			
<a href="#">MT21010</a>	Economic Contribution of Australian Horticulture	606	2,065		
<a href="#">MT21011</a>	Food Service Foundational Insights	5,779			
MT21012	Creative campaign evaluation	14,883			
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	5,015	5,015	6,019	
MT21019	Ehrenburg-Bass capability program	24,000			
<a href="#">MT21201</a>	Pilot Program - Consumer Usage & Attitude and Brand Tracking	3,425			
<a href="#">MT21202</a>	Consumer usage and attitude research program	12,412	10,579		
<a href="#">MT22200</a>	Communication evaluation modules	9,600	2,400		
<b>Total</b>		<b>2,290,253</b>	<b>2,180,522</b>	<b>1,648,041</b>	<b>941,572</b>

**Table 4. Current contracted marketing project actuals at 2022/23 and forecast to 2025/26**

<b>Project code</b>	<b>Project title</b>	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
MT20600	Media Retention & Performance Payments	122,161	146,083		
MU21500	Mushroom Misc Expenses	273			
MU21501	Grassroots product demos and events program	40,000			
MU21502	Food Service program	160,000			
MU21503	In-store sampling program	49,987			
MU21600	Mushroom Media	374,837			
MU21610	FY22 Mushroom Social PR and Creative	66,000			
MU21620	Website & EDM	19,500			
MU21620	Mushroom FY23 Sampling Program	199,959			
MU22502	The Blend	80,000			
MU22504	Mushroom misc, storage, printing		200,000		
MU22505	Mushroom Website Admin and Maintenance Support for FY23 Marketing	2,116	28,508		
MU22600	Mushroom Media	12,000			
MU22610	Mushroom Creative - Strategy, Production, Talent Renewal	1,273,047	575,000		
MU22611	Mushroom Marketing Program FY23 Social PR & Creative	170,000			
MU22612	Mushroom social media and community management December and Jan	350,000	217,500		
MU22620	Mushroom website management	10,830			
<b>Total</b>		<b>2,944,915</b>	<b>1,167,091</b>	<b>-</b>	<b>-</b>

## Financial statements

Financial statements for the R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

View the current and most up-to-date financial statements for the Mushroom Fund at the Hort Innovation website [here](#).

**Table 5. Mushroom R&D levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)**

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	2,906,116	2,885,464	2,093,836	1,424,353
Levies from growers	1,244,904	1,250,000	1,350,000	1,350,000
Commonwealth funds	1,336,059	2,095,737	2,057,688	2,082,175
Other Income	73,949	57,709	41,877	28,487
<b>Total Income</b>	<b>2,654,912</b>	<b>3,403,446</b>	<b>3,449,564</b>	<b>3,460,662</b>
Project funding <sup>1</sup>	2,290,253	3,014,608	2,399,346	1,491,346
Available for Investment	-	500,000	1,050,000	2,000,000
Grower consultation and advice	12,311	80,000	80,000	80,000
Service delivery	369,554	596,866	586,029	593,003
<b>Total matched expenditure</b>	<b>2,672,118</b>	<b>4,191,474</b>	<b>4,115,375</b>	<b>4,164,349</b>
<b>Closing balance</b>	<b>2,885,464</b>	<b>2,093,836</b>	<b>1,424,353</b>	<b>716,920</b>
Federal Government levy collection costs	3,446	3,600	3,672	3,745

**Note:**

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

**Table 6. Mushroom marketing levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)**

	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
Opening Balance	831,959	679,038	230,705	203,900
Levies from growers	3,365,850	3,375,000	3,650,000	3,650,000
Other Income	28,652	13,581	4,614	4,078
<b>Total Income</b>	<b>3,394,502</b>	<b>3,388,581</b>	<b>3,654,614</b>	<b>3,654,078</b>
Project funding <sup>1</sup>	2,944,915	1,779,591	-	-
Available for Investment	-	1,300,000	2,950,000	2,900,000
Grower consultation and advice	11,890	100,000	100,000	100,000
Service delivery	581,313	647,553	621,160	610,977
<b>Total expenditure</b>	<b>3,538,118</b>	<b>3,827,144</b>	<b>3,671,160</b>	<b>3,610,977</b>
<b>Closing Balance</b>	<b>679,038</b>	<b>230,705</b>	<b>203,900</b>	<b>236,229</b>
Federal Government levy collection costs	9,305	9,770	10,259	10,772

**Note:**

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



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Any request or enquiry to use this publication should be addressed to:

Communications Manager  
Hort Innovation  
Level 7, 141 Walker Street  
North Sydney NSW 2060  
Australia  
Email: [communications@horticulture.com.au](mailto:communications@horticulture.com.au)  
Phone: 02 8295 2300