

# Raspberry and Blackberry Fund Annual Investment Plan 2023/24



## Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Raspberry and Blackberry Fund in 2023/24 can be found below. Each year, raspberry and blackberry industry representatives meet as advisory panels to discuss investment recommendations in line with the raspberry and blackberry 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 Raspberry and Blackberry R&D and Marketing advisory panel met on 30 May 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 raspberry and blackberry Annual Investment Plan (AIP) 2024/25.*

**Table 1. Raspberry and blackberry R&D prioritised investment recommendations in 2023/24**

| Priority | Investment   | Outcome   | Strategy  |
|----------|--|---|---|
| 1        | Rubus labour program   | 2. Industry supply, productivity and sustainability | O1S8. Cost of labour  |
| 2        | Multi-industry Berry Trade Development and Market Access Project (2023-2028)     | 1. Demand creation                                  | O1S2. Export readiness<br>O1S3. Market access<br>O1S4. Market development |
| 3        | Fumigation data packages against fruit fly to support Rubus export market access | 1. Demand creation                                  | O1S3. Market access   |
| 4        | Integrated pest and pollinator management for improved bee sustainability        | 2. Industry supply, productivity and sustainability | O2S9. Pollination   |
| 5        | Solving plastic waste CRC  | 2. Industry supply, productivity and sustainability | O2S7. Sustainability  |
| 6        | Nuffield scholarship   | 3. Extension and capability                         | O3S3. Leadership initiatives  |
| 7        | Rubus - Barriers to best practice across diverse communities                     | 3. Extension and capability                         | O3S4. Barriers to uptake  |
| *        | Strategic Agrichemical Review Process (SARP) 2023 updates                        | 2. Industry supply, productivity and sustainability | O3S11. SARP   |

Note \* This is a foundational investment required to support data generation of agricultural permits and therefore does not require advice.

**Table 2. Raspberry and blackberry marketing prioritised investment recommendations in 2023/24**

| <b>Priority</b> | <b>Investment</b>                | <b>Outcome</b>     | <b>Strategy</b>       |
|-----------------|----------------------------------|--------------------|-----------------------|
| 1               | FY24 Rubus Berry Basket Campaign | 1. Demand creation | O1S1. Consumer demand |

## Current contracted R&D and marketing projects

Current contracted projects in the Raspberry and Blackberry Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the raspberry and blackberry 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="#">RB16000</a> | Rubus industry minor use program  | 3,900          | 5,000            | 5,000            |                  |
| <a href="#">RB18000</a> | Raspberry and Blackberry consumer insights research   | 1,248          |                  |                  |                  |
| <a href="#">RB21000</a> | Integrated management approaches to address current pest challenges in Rubus  | 448,856        | 224,428          | 224,428          | 224,428          |
| <a href="#">RB21001</a> | Using pheromones and traps in the management of mirids and vegetable bugs   |                | 10,000           | 20,000           | 20,000           |
| <a href="#">RB21002</a> | Alternative growing media for hydroponic berry production – a desktop review  | 15,160         |                  |                  |                  |
| <a href="#">RB21003</a> | Opportunities to improve labour use efficiency through automation and improved management practices   | 172,834        |                  |                  |                  |
| <a href="#">FF20000</a> | National Fruit Fly Council – Phase 4  | 3,000          | 6,000            | 6,000            | 6,000            |
| HA19007                 | Plant Biosecurity Research Initiative PBRI Program  | 766            |                  |                  |                  |
| <a href="#">MT17006</a> | Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk) |                | 10,780           |                  |                  |
| <a href="#">MT18004</a> | Review of the biosecurity plan for the berry sector   | 3,500          |                  |                  | 7,200            |
| <a href="#">MT18005</a> | Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing                   | 15,000         | 15,000           |                  |                  |
| <a href="#">MT18020</a> | Facilitating the development of Australian Berries  | 194,214        | 141,897          |                  |                  |

| Project code            | Project title  | 2022/23 Actual | 2023/24 Forecast | 2024/25 Forecast | 2025/26 Forecast |
|-------------------------|--|----------------|------------------|------------------|------------------|
| <a href="#">MT19009</a> | BerryQuest International 2022  | 7,333          |                  |                  |                  |
| <a href="#">MT20004</a> | Joint Export Trade development   | 16,078         | 70,644           |                  |                  |
| <a href="#">MT20007</a> | Regulatory Support & Response Co-ordination (pesticides)                 | 4,391          | 2,196            | 3,293            |                  |
| <a href="#">MT21000</a> | Health and nutrition information for the berry industry                  | 35,940         | 74,374           |                  |                  |
| <a href="#">MT21003</a> | Consumer Demand Spaces for Horticulture                                  | 3,290          |                  |                  |                  |
| <a href="#">MT21004</a> | Consumer Behavioural Data program  | 28,171         | 27,599           | 27,599           | 27,599           |
| <a href="#">MT21006</a> | Horticulture Statistics Handbook 2021/22 to 2023/24                      | 2,083          | 4,166            | 7,583            |                  |
| MT21007                 | Seasonal Horticulture Labour Accommodation Study                         | 2,673          |                  |                  |                  |
| <a href="#">MT21008</a> | National Bee Pest Surveillance Program: Transition program               | 16,000         | 15,000           | 15,711           |                  |
| <a href="#">MT21010</a> | Economic Contribution of Australian Horticulture                         | 258            | 880              |                  |                  |
| <a href="#">MT21015</a> | Horticulture impact assessment program 2020/21 to 2022/23                | 2,145          | 2,145            | 2,575            |                  |
| <a href="#">MT21018</a> | Phenomenom resources   | 11,248         | 7,482            |                  |                  |
| <a href="#">MT21201</a> | Pilot program - consumer usage, attitude and brand tracking              | 262            |                  |                  |                  |
| <a href="#">MT21202</a> | Consumer usage & attitude research program 2022/23                       | 1,630          | 2,175            |                  |                  |
| <a href="#">MT22003</a> | Nuffield Scholarship   | 5,000          | 38,200           |                  | 10,800           |
| <a href="#">MT22007</a> | Expansion of flies as berry crop pollinators                             | 153,833        | 96,548           | 96,548           | 122,265          |
| <a href="#">MT22010</a> | Facilitating the development of the Australian berry industries          |                | 358,933          | 179,467          | 179,467          |
| <a href="#">MT22011</a> | Lean Leaders Program   | 7,500          | 5,750            | 5,250            | 1,000            |
| <a href="#">ST17000</a> | Generation of data for pesticide applications in horticulture crops 2018 | (8,988)        |                  |                  |                  |
| <a href="#">ST19018</a> | Xyella insect vectors  | 30,000         |                  |                  |                  |

| <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> |
|-------------------------|---|-----------------------|-------------------------|-------------------------|-------------------------|
| <a href="#">ST21007</a> | Australian horticulture international demand creation                     | 7,313                 |                         |                         |                         |
| <a href="#">ST22001</a> | Generation of data for pesticide permit applications in horticulture 2022 | 45,629                | 13,500                  |                         |                         |
| <a href="#">ST22004</a> | Generation of data for pesticide permit applications in horticulture 2022 | 10,600                | 24,746                  |                         |                         |
| <b>Total</b>            |   | <b>1,240,867</b>      | <b>1,157,443</b>        | <b>593,454</b>          | <b>598,759</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 Strategy, Planning & Buying Services            | 7,170                 |                         |                         |                         |
| RB21620             | Raspberries and Blackberries social media and website | 30,999                |                         |                         |                         |
| <b>Total</b>        |   | <b>38,169</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 Raspberry and Blackberry Fund at the Hort Innovation website [here](#).

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

|  | 2022/23<br>Actual | 2023/24<br>Forecast | 2024/25<br>Forecast | 2025/26<br>Forecast |
|--|-------------------|---------------------|---------------------|---------------------|
| Opening Balance                          | 4,071,075         | 4,557,009           | 3,600,517           | 2,803,157           |
| Levies from growers                      | 1,116,753         | 402,000             | 224,000             | 235,400             |
| Commonwealth funds                       | 730,980           | 1,441,432           | 1,085,006           | 1,142,854           |
| Other Income                             | 108,130           | 91,140              | 72,010              | 56,063              |
| <b>Total Income</b>                      | <b>1,955,863</b>  | <b>1,934,572</b>    | <b>1,381,017</b>    | <b>1,434,317</b>    |
| Project funding <sup>1</sup>             | 1,240,867         | 2,437,606           | 1,830,898           | 1,529,366           |
| Available for Investment                 | -                 | -                   | -                   | 400,000             |
| Grower consultation and advice           | 11,434            | 16,000              | 16,000              | 16,000              |
| Service delivery                         | 209,658           | 429,258             | 323,115             | 340,342             |
| <b>Total matched expenditure</b>         | <b>1,461,959</b>  | <b>2,882,864</b>    | <b>2,170,013</b>    | <b>2,285,708</b>    |
| <b>Closing Balance</b>                   | <b>4,557,009</b>  | <b>3,600,517</b>    | <b>2,803,157</b>    | <b>1,943,235</b>    |
| Federal Government levy collection costs | 7,969             | 8,200               | 8,364               | 8,531               |

**Note:**

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

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

|  | <b>2022/23<br/>Actual</b> | <b>2023/24<br/>Forecast</b> | <b>2024/25<br/>Forecast</b> | <b>2025/26<br/>Forecast</b> |
|--|---------------------------|-----------------------------|-----------------------------|-----------------------------|
| Opening Balance                          | 113,039                   | 288,157                     | 168,713                     | 6,287                       |
| Levies from growers                      | 223,351                   | 47,200                      | -                           | -                           |
| Other Income                             | 4,945                     | 5,763                       | 3,374                       | -                           |
| Total Income                             | 228,296                   | 52,963                      | 3,374                       |                             |
| Project funding <sup>1</sup>             | 38,169                    | -                           | -                           | -                           |
| Available for Investment                 | -                         | 135,000                     | 130,000                     | -                           |
| Grower consultation and advice           | 3,810                     | 4,000                       | 4,000                       | -                           |
| Service delivery                         | 9,605                     | 32,987                      | 31,801                      | -                           |
| Total expenditure                        | 51,584                    | 171,987                     | 165,801                     |                             |
| <b>Closing Balance</b>                   | <b>288,157</b>            | <b>168,713</b>              | <b>6,287</b>                | <b>6,287</b>                |
| Federal Government levy collection costs | 1,594                     | 420                         | -                           | -                           |

**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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