



Onion Fund

Annual Report 2018/19

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The projects in this report have been funded by Hort Innovation using sources including the onion levy, Australian Government contributions and, in some instances, co-contributions from a variety of sources.



Just some of the things your fund delivered in 2018/19:

- ✓ **The onion Harvest to Home dashboard** providing regular consumer behavioural data and insight reporting, at www.harvesttohome.net.au
- ✓ The industry's ongoing **integrated pest management program**, supporting growers in accessing and applying practical knowledge on-farm (p9)
- ✓ Work to **educate the foodservice industry** about Australian onions, plus the development of **education materials for children** (p8)
- ✓ New information about **onion white rot** and how best to control it (p8)
- ✓ A multi-pronged **domestic marketing campaign** (p13)
- ✓ **New final research reports and grower resources**, with 25+ now available from www.horticulture.com.au/onion

2018/19 SNAPSHOT

\$755
THOUSAND
INVESTED
IN R&D

\$110
THOUSAND
INVESTED IN
MARKETING

20+
ACTIVE R&D
INVESTMENTS

Welcome

Hort Innovation is the grower-owned, not-for-profit research and development corporation (RDC) for Australia's horticulture sector. It's our job to work with industry to invest the onion R&D and marketing levies, as well as Australian Government contributions, into key initiatives for growers.

The 2018/19 financial year was another great year of growing better, together – with strong investments, closer connections and critical collaborations being forged.

There was more than \$755,000 invested into R&D through the Hort Innovation Onion Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of several new investments and a host of ongoing projects, including work allowing the onion industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Onion Fund saw some \$110,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian onions.

Read on to learn more about all of this work. And remember to take advantage of the Hort Innovation website at www.horticulture.com.au/onion, where you can search and find information relating to investments, past and present, at any time. The new site and its Onion Fund section were launched in 2018/19.

Finally, during the year there were many opportunities for Hort Innovation to connect with you, the growers. A big thank you in particular to everyone who came to our early-2019 regional roadshows to feed into the development of the new Hort Innovation Strategy 2019-2023 (read more at www.horticulture.com.au/strategy-2019-2023).

You can reach out to us at any time to learn more about our work, to submit ideas for investments, or to simply have a chat about your industry. You'll find details of specific staff at www.horticulture.com.au/get-in-touch, or can otherwise email communications@horticulture.com.au or call our general line on 02 8295 2300.



Additional value in the year

During 2018/19, Hort Innovation was proud to deliver extra value to the onion industry, outside of levy-funded initiatives within the Onion Fund. Here's a quick look at just some examples.



The new Hort Innovation website, with dedicated Onion Fund section

You can now visit www.horticulture.com.au/onion to quickly search and find onion investment information and updates, project resources, and growing tips and advice from Hort Innovation's R&D work. You can also download full final research reports direct from the site, access key contact information, share your ideas and feedback, and so much more.



The Australian Horticulture Statistics Handbook

Each year Hort Innovation delivers an *Australian Horticulture Statistics Handbook* packed with horticulture statistical information and analysis for use by specific industries and the wider sector. The handbook combines all available data on production, international trade, processing volumes and fresh market distribution for some 75 categories. The 2017/18 edition, released in early 2019, is available from www.horticulture.com.au/horticulture-statistics-handbook.



Hort Frontiers projects

With seven investment areas, Hort Innovation's Hort Frontiers strategic partnership initiative is about collaborative, cross-industry work to address longer-term, complex issues and opportunities identified as critical for the future of Australian horticulture. While industry levies can be invested into Hort Frontiers projects upon the advice of the relevant Strategic Investment Advisory Panels, the bulk of funding comes from broad-reaching funding relationships that are secured by Hort Innovation, plus support from the Australian Government. Learn about all of the projects and what they're delivering for you at www.horticulture.com.au/hort-frontiers.



Grant funding

In 2018/19, Hort Innovation delivered \$6.7 million worth of investments involving grant funding across the horticulture sector. To do so, we applied for and secured a range of competitive grants on behalf of industry, including through the Australian Government's Rural R&D for Profit program, Improved Access to AgVet Chemicals initiative, and Agricultural Competitiveness White Paper. With projects across everything from biosecurity to pollination, there's plenty in there to directly and indirectly benefit the onion industry.

Making investments in 2018/19

Hort Innovation is dedicated to making the right investments at the right time and in the right areas, in line with identified priorities for the industry.

Where the funding comes from

The onion industry's grower-raised statutory R&D and marketing levies are collected by the Australian Government and entrusted to Hort Innovation as the RDC for Australian horticulture. It's then our responsibility to work with the industry to invest these levies – together with Australian Government contributions in the case of R&D – into strategic initiatives for the benefit of growers.

Additional funding streams can also come into play, such as co-investment dollars from sources including project partners, and grant funding that Hort Innovation secures on behalf of industry.

How decisions are made

Investment decisions in the Hort Innovation Onion Fund are guided by the industry's Strategic Investment Plan (SIP). This document was developed through close consultation with growers and other industry stakeholders, and outlines specific investment priorities, strategies and themes. An at-a-glance version can be found at www.bit.ly/onion-plan, or find the full version at www.horticulture.com.au/onion.

The SIP is currently used like a 'roadmap' by the onion Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives that's tasked with providing advice to Hort Innovation on potential levy investments.

Turning ideas into investments

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the work they want to see. Ideas can be submitted any time via Hort Innovation's investment idea form at www.bit.ly/concept-form.

Ideas that are selected for investment are worked into project proposals by Hort Innovation. These are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

Responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

Keeping track of investments

All investments in the Hort Innovation Onion Fund are detailed on the 'Your investments' page at www.horticulture.com.au/onion. We also send news and alerts to Hort Innovation members and contacts – if you haven't already, you can sign up for free at www.horticulture.com.au/sign-up.

Importantly, the industry's levy-funded communications program is tasked with providing growers with regular information on levy-related activity. See p7 for more.



New investment analysis

You can now clearly see how investments in the Hort Innovation Onion Fund align to the industry's SIP, with new and interactive investment analysis information available from www.bit.ly/onion-investment. The analysis currently shows the allocation of funding against each of the onion SIP outcomes from the start of the SIP (2016/17) to the end of 2018/19, and gives an indication of the projects that are aligned to each outcome.

R&D project list 2018/19

NEW INVESTMENTS IN 2018/19

VN18000	Onions foodservice farm tour and education pilot
VN18001	Australian onion consumer research
VN18002	Australian onions nutritional literature review
VN18003	Australian onion industry communications program
VN18007	Reverse trade mission activities*
MT18001	Foodservice syndicated market reports
MT18002	Foodservice custom research reports*
MT18011	Ex-post impact assessment^
MT18015	Phenomenom extension project*
ST18001	Generation of data for pesticide applications in horticulture crops†

* These flagged projects both began and ended in 2018/19

^ This multi-industry project was a key monitoring and evaluation investment during 2018/19 – we encourage you to find the full details at www.horticulture.com.au/mt18011



But wait, there's more. To see what Hort Innovation delivered across the entire horticulture sector in 2018/19, download the full Hort Innovation Annual Report 2018/19 from www.horticulture.com.au/annual-report-portal.

ONGOING INVESTMENTS IN 2018/19

VN15001	Review of the national biosecurity plan for the onion industry and development of a biosecurity manual for onion producers
VN16000	Onion industry minor use program
MT16005	Enhanced National Bee Pest Surveillance Program
MT16009	An IPM extension program – onion and potato
MT17017	Vegetable cluster consumer insights program
ST16008	AgVet collaborative forum
ST17000	Generation of data for pesticide applications in horticulture crops 2018†

† Activities for the onion industry under these investments are funded wholly through the government's AgVet grant program

INVESTMENTS COMPLETED IN 2018/19

VN14001	Development of an onion white rot forecast model for Tasmania
VN15002	Australian onion industry communications
VN15003	Communication support on VN15002 – Australian onion industry
VN17001	International onion researcher delegation
MT17022	10th Australasian Soilborne Disease Symposium sponsorship

During the 2018/19 financial year, all levy paying horticulture industries also contributed to a small selection of across-industry projects addressing issues that affect horticulture as a whole. Details of all investments that Hort Innovation manages can be found at www.horticulture.com.au.

R&D report

Take a closer look at some of the key investments in the Hort Innovation Onion Fund during 2018/19. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at www.horticulture.com.au/onion as they become available.

Australian onion industry communications program (VN18003)

NEW IN 2018/19

Key research providers: Cox Inall Communications and RMCG

Carrying on from the completed investment **Australian onion industry communications (VN15002)**, this project delivers effective and timely communications to ensure Australian onion growers and other industry stakeholders are kept up to date with the latest R&D outcomes, marketing activities, and other industry news and information. In communicating R&D in particular, the ultimate goal is to lead to practice change for growers that boosts productivity and profitability.

The regular communication channels produced and maintained by the latest iteration of the project include, but aren't limited to:

- » An annual magazine focusing on the latest R&D updates
- » Quarterly e-newsletter *The Onion Project*
- » Podcasts (audio recordings) highlighting industry R&D, marketing and other information
- » Videos detailing R&D work

- » Case studies, to showcase practice change associated with the adoption of R&D
- » Posters and fact sheets
- » Regional levy-payer meetings and corresponding grower walks/field days, held twice yearly, with details circulated in industry channels.

Australian onions nutritional literature review (VN18002)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Food Bytes

This investment, which ran during 2019, reviewed the latest evidence-based health and nutrition benefits of Australian brown, red and white onions. This information will be used to inform future Hort Innovation Onion Fund marketing activities, particularly the development of new claims and messages that the industry can use around onions, in various forms of education and outreach activities. The key claims are also available to industry, and the information will be used to further educate health professionals such as dietitians, GPs, fitness trainers and naturopaths about the benefits of onions. The Australian Onions Health and Nutrition Overview can be accessed from www.bit.ly/vn18002.

Australian onion consumer research (VN18001)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Fiftyfive5

This investment, which took place during 2019, delivered a deeper understanding of onion consumers, including their consumption habits, attitudes and needs. This information will be used to inform future Hort Innovation Onion Fund marketing activities, as well as provide insights to the onion industry at large. The research also provided insight into the effectiveness of the industry's previous marketing activities, and identified key targets and opportunities for growth in the future.





Foodservice custom research reports (MT18002)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Food Industry Foresight

This multi-industry market research investment delivered key insights around the foodservice industry for the onion, avocado and mushroom industries. It produced information such as the total foodservice market sizes for the produce, along with details on trends and opportunities. The information will be available for use in any future levy-funded projects and programs targeting the foodservice sector, from commercial businesses and staff to related training institutes and their students.

Onions foodservice farm tour and education pilot (VN18000)

NEW IN 2018/19

Key research provider: Straight To The Source

This investment is about educating the Australian foodservice industry about onions, straight from the source. It is facilitating a series of onion farm tours for chefs and hospitality professionals. These events are showcasing how Australian onions are grown, provide a better understanding of and connection to the people involved in the industry, and also provide education on the versatility of onions in culinary applications.

Phenomenom extension project (MT18015)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Edible Adventures Productions

With a focus on educating kids about veggies, the Phenomenom initiative (www.phenomenom.com.au) was initially delivered through the Hort Innovation Vegetable Fund. Through this subsequent investment, Phenomenom was expanded to include both onions and mushrooms, to help increase education around and attitudes towards these foods.

The work resulted in the addition of new online Phenomenom resources for kids, their teachers, parents and caregivers, including 'webisode' (video) content with onions and mushrooms, and downloadable teaching resources featuring Australian onion and mushroom growers. New audio podcast material was also developed.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/mt18015.

Development of an onion white rot forecast model for Tasmania (VN14001)

NOW COMPLETE

Key research provider: Tasmanian Institute of Agriculture

Onion white rot is a highly destructive fungal disease of commercial onion crops. The disease is widespread across Tasmania's coastal production areas and is rapidly spreading to less intensively cropped areas.

This project sought to better understand the disease and its control, including the conditions that precede high-risk infection periods and how growers can optimise timings of fungicide applications to control white rot. It ran from 2015 to 2018.

While the researchers initially hoped to develop a forecast model for white rot infection periods in Tasmania, due to variability within disease incidence across seasons a fully operational model was not able to be developed – however the project still identified major risk factors that will be of benefit to Tasmanian onion growers.

The results showed that:

- » Onion white rot incidence was not directly associated with root development, suggesting that factors other than root growth influence disease outbreaks
- » Disease risk is primarily determined by the prevalence of inoculum in the top 100mm of soil, where onion root biomass is the highest

Continued >>

- » Disease risk is related to temperature, with incidence decreasing at temperatures above 20°C
- » Higher soil surface temperatures may kill pathogens in the critical top 50mm of soil
- » Disease risk in Tasmania is lowest in late plantings
- » Pathogens present at depth may survive higher soil surface temperatures and result in late infections.

The project made the following recommendations for growers:

- » Fungicide applications should generally target the top 100mm of soil – in the project's studies, this is where more than 80 per cent of onion roots were found and disease risk was the highest.
- » Fields with a moderate to high risk of onion white rot are best planted later in the season, however this does not negate the need for fungicide control.
- » Late fungicide applications are recommended to prevent late infections. The project results indicated that the white rot fungus may be killed in the top 50mm of soil during hot weather conditions but survives at lower, cooler soil depth. The fungus can remain active and progress up towards the bulb if soil temperatures are lower towards the end of the season and before harvest.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/vn14001.

An IPM extension program – onion and potato (MT16009)

Key research provider: IPM Technologies

This project for and funded by the onion and potato growing and processing industries has a focus on integrated pest management (IPM). Its core activities are to support growers in adopting IPM on farm – improving pest management with minimal pesticide use and a reduction in associated costs. This includes the delivery of workshops, the use of demonstration sites with commercial crops, and the production of materials such as articles, guides and case studies distributed in industry channels. Look for opportunities to attend information sessions and demonstrations, with details circulated in industry channels as they become available.

If you're interested in trialling IPM, through this investment telephone and email support is offered to growers wanting to use the approach, which can include advice on pest management decisions week-by-week.

The project is also responsible for training advisors from Australia's major onion and potato growing regions in IPM, and with the threat of tomato potato psyllid, additional funding from the potato growing and processing industries is used specifically for activities related to the pest.

Learn more and find project resources via www.bit.ly/mt16009.

Review of the national biosecurity plan for the onion industry and development of a biosecurity manual for onion producers (VN15001)

Key research provider: Plant Health Australia

This investment is responsible for reviewing and updating the onion industry's biosecurity plan. In identifying, prioritising and looking at the management and surveillance of key biosecurity risks, the biosecurity plan provides a framework for risk mitigation, and for managing the impact of potential pest and disease incursions.

While the plan itself is a high-level decision-making document, for growers the project has also produced a biosecurity manual detailing key exotic and endemic pests, weeds and diseases, and how to minimise the risk of them. You can download the manual at www.bit.ly/onion-biosecurity-manual.

Enhanced National Bee Pest Surveillance Program (MT16005)

HORT FRONTIERS

Key research provider: Plant Health Australia

This investment is delivering a nationally coordinated bee-pest surveillance program to help safeguard honey-bee and pollinator-dependent industries in Australia. It builds upon the previous *National Bee Pest Surveillance Program* (MT12011), and includes upgrading sentinel hive arrays, strengthening relationships with surveillance operators, the introduction of new elements such as Asian hornet screening and more. The surveillance is designed to enable the early detection of high-priority pest incursions that can impact on honey bees, providing the best opportunity for successful pest eradication.

The onion industry is one of several contributors to the work, and the program is part of the Hort Frontiers Pollination Fund.

Vegetable cluster consumer insights program (MT17017)

Key research provider: Nielsen

This multi-industry investment is tasked with providing regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform (www.harvesttohome.net.au).

The platform has a dedicated dashboard for onions, making data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain partners in decision-making for their businesses and, for the wider industry, the data and insights are available to support strategic activities, as well as Hort Innovation Onion Fund marketing plans.

International onion researcher delegation (VN17001)

NOW COMPLETE

Key research provider: Onions Australia

This investment was contracted to allow Onions Australia to bring international speakers to Australia to share knowledge with the country's onion growers, including at the Hort Connections conference held in June 2018 and at an industry conference in Tasmania during October 2018.

Full details can be found in the project's final research report which can be downloaded from www.bit.ly/vn17001.

10th Australasian Soilborne Disease Symposium sponsorship (MT17022)

NOW COMPLETE

Key research provider: Plevin and Associates

This multi-industry investment supported the Soilborne Diseases Symposium, held in Adelaide in September 2018. To strengthen industry knowledge and approaches, the event brought together researchers and industry representatives to review current research into soilborne diseases, and to identify new strategies and techniques with applications across a range of crops.

Onion industry minor use program (VN16000)

Key research provider: Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the onion industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see p11.

All current minor use permits for the industry are searchable at portal.apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at www.horticulture.com.au/sign-up.



Data generation investments (ST17000 and ST18001)

Key research provider: Peracto

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the APVMA which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.

The projects **Generation of data for pesticide applications in horticulture crops 2018 (ST17000)** and **Generation of data for pesticide applications in horticulture crops (ST18001)** are responsible for providing the data needed to support a range of registration and minor use applications across a variety of horticulture crops. For the onion industry, ST17000's work will support a permit application for MainMan (flonicamid) for the control of thrips including onion thrips and western flower thrips in onions, spring onion and shallots. Meanwhile, ST18001 is producing the data required to support a Syngenta prosulfocarb + S-metalachlor herbicide label registration for the control of annual ryegrass.

The work for the onion industry under both projects is funded wholly by grant funding secured by Hort Innovation under the Australian Government's Access to Industry Uses of Agricultural and Veterinary (AgVet) Chemicals program.



To keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year – and to search and find resources and reports from these investments – visit www.horticulture.com.au/onion.

Minor use permits

The Hort Innovation Onion Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit www.bit.ly/minor-use-onion.

Permits in 2018/19

During the 2018/19 financial year, a successful renewal for PER86865 and a successful emergency permit application for PER87914 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Onion industry minor use program* (VN16000).

Details for these and all other permits can be found in the following table.



Current permits

Below is a list of minor use permits for the onion industry, current as of 19 September 2019.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER13119 Version 4	Diazinon / Onions / Onion thrips (TAS only)	06-Mar-12	31-July-20	Australian Onion Industry Association (Onions Australia) C/Hort Innovation
PER14602 Version 4	Boscalid (Filan), iprodione (Rovral Aquaflo) and chlorothalonil (Bravo) / Onion seed and onions / Neck rot (<i>Botrytis allii</i>)	24-Jul-14	30-Sep-23	Onions Australia C/Hort Innovation
PER13698 Version 3	Phosphorous acid / Lettuce (leaf and hydroponic), fennel and bulb (Alliums), vegetables – bulb onion, garlic, leek, shallot, spring onion and tree onion / Downy mildew	01-Oct-12	30-Sep-22	Hort Innovation
PER14773 Version 3	Bentazone-sodium (Basagran) / Onions / Broadleaf weeds	16-Apr-14	31-Jan-23	Onions Australia C/Hort Innovation
PER80282 Version 2	Alpha-cypermethrin / Onions / Onion thrips	16-Dec-14	30-Nov-20	Onions Australia C/Hort Innovation
PER84734 Version 2	Haloxypol (Verdict) / Bulb onions / Storksbill and various weeds	19-Dec-17	31-Dec-24	Hort Innovation
PER84808	Ethofumesate (Tramat) / Bulb onions / Broadleaf and grass weeds as per product label	20-Feb-18	28-Feb-23	Onions Australia C/Hort Innovation
PER86865 Version 3	loxynil (South African formulation) / Onions (field grown) / Annual and broadleaf weeds as per Totrill selective herbicide label	03-Aug-18	31-Aug-21	Onions Australia C/Hort Innovation
PER80060 Version 3	Dimethenamid-P (Frontier-P herbicide) / Bulb onions / Nutgrass / Purple nutsedge (suppression only) (WA only)	31-Aug-15	31-Jul-21	Western Australia Vegetable Growers' Association (VegetablesWA)
PER81876 Version 3	Abamectin / Various vegetables including bulb onions / Vegetable leafminer (suppression only)	24-Jun-16	30-Apr-24	Hort Innovation
PER87914	<i>Emergency permit: use and supply of an unregistered AgVet chemical</i> Bromoxynil (Nufarm Maya Herbicide), unregistered / Onions / Broadleaf weeds	22-May-19	31-May-21	Onions Australia

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

Minor use permit updates are circulated in Hort Innovation's e-newsletter, *Growing Innovation*. Don't yet receive it? Sign up for free at www.horticulture.com.au/sign-up.

Marketing report

Hort Innovation is responsible for investing the onion marketing levy into a range of activities to drive awareness and consumption, under the Hort Innovation Onion Fund. Read on for a snapshot of activities and results from 2018/19, the second year of a three-year strategy that focuses on demonstrating the versatility of onions to consumers.

Public relations (PR) and social media

During 2018/19, the social media campaign for the industry continued with its 'always on' approach, delivering onion inspiration, recipes and tips via social media and the Australian Onions consumer-facing website (www.australianonions.com.au).

On the PR side of things, the objective of the program was to encourage Australians to buy onions more often by consistently providing them with compelling messages. Media outreach involved a suite of recipe content, all of which were easy, tasty, healthy and family-friendly. This content was supported by onion health facts and resulted in 18 pieces of traditional media coverage with a reach of 8.2 million people, while for social media there were 11 pieces of coverage with a reach of 3.1 million.

Recipe content delivered strong engagement across the marketing program's Facebook (www.facebook.com/australianonions) and Instagram

([@aussieonions](https://www.instagram.com/australianonions)) channels. Images of comforting dishes with onions as the 'hero' ingredient performed well, delivering strong engagement from consumers. The Australian Onions Facebook page grew to 23,064 followers, with activity resulting in 1.01 million opportunities for people to see onion-related content. Engagement was strong with an engagement rate (likes and comments) of nine per cent. Instagram continued to steadily build, with the activity resulting in 337,444 opportunities for people to see the content with 26,411 engagements, such as likes or comments, resulting in a strong engagement rate of 12 per cent.

Influencers

Influencer activity included partnerships with the following three food influencers to drive reach and awareness for Australian Onions:

- » Casey-Lee Lyons, founder and director of online health and wellness brand 'Live Love Nourish', known for developing nutritional recipes and wellness programs.



- » Louise Keats, a food and nutrition writer, cookbook author and magazine columnist.
- » Ben Milbourne, host of *Ben's Menu*, a television cooking series on Channel Ten.

Casey-Lee, Louise and Ben each created two unique onion recipes, which provided an authentic and engaging way to connect with their audiences and further promote onions.

Website

The Australian Onions consumer-facing website is designed to engage, educate and inspire consumers to purchase more onions by highlighting their versatility and health benefits. Providing a destination for onion recipe inspiration, two of the most popular recipes on the site so far have been Slow Roasted Onions With Cheesy Bacon Crumble and Little Chickpea Patties. During the reporting period, links from social media were responsible for driving more than half of consumer traffic to the site, while 22 per cent of visitors came from organic search results, and 15 per cent from direct search results (people typing the website link into their browser). New visitors averaged 91 per cent per month.

Recipe development

To assist in raising awareness and consumption of onions, 15 new recipes were created to be used across social media and for media outreach. These recipes demonstrated the versatility of onions and were also used to develop inspiring and mouth-watering content in the form of six 15-second stop-motion videos to increase engagement with Australian consumers through social media channels.



Financial statement

Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
OPENING BALANCE	1,119,242	11,129	1,130,371
Levies from growers (net of collection costs)	711,292	239,155	950,447
Australian Government money	456,990	–	456,990
Other income*	28,578	1,078	29,657
TOTAL INCOME	1,196,860	240,234	1,437,094
Project funding	755,136	110,034	865,170
Consultation with and advice from growers	32,845	1,941	34,786
Service delivery – base	31,989	5,672	37,661
Service delivery – shared	53,011	9,399	62,410
Service delivery – fund specific	41,000	35,000	76,001
TOTAL EXPENDITURE	913,981	162,046	1,076,027
Levy contribution to across-industry activity	20,934	–	20,934
CLOSING BALANCE	1,381,187	89,317	1,470,505
Levy collection costs	28,031	9,551	37,582

* Interest, royalties



Connect with your levy!

**Visit www.horticulture.com.au/sign-up
to sign up for free Hort Innovation communications,
including industry-specific alerts, opportunities
and general horticulture news**

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