



Pineapple Fund

Annual Report 2018/19

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The projects in this report have been funded by Hort Innovation using sources including the pineapple 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 pineapple breeding and evaluation program**, working to deliver new varieties with improved traits for growers and for consumers (p7)
- ✓ **The pineapple Harvest to Home dashboard** providing regular consumer behavioural data and insight reporting, at www.harvesttohome.net.au
- ✓ Work to help growers adopt **integrated crop protection** approaches (p7)
- ✓ **A review of agrichemical priorities and gaps** to help direct chemical access and availability (p8)
- ✓ A multi-pronged **domestic marketing campaign** (p12)
- ✓ **New final research reports and grower resources**, with several now available from www.horticulture.com.au/pineapple

2018/19 SNAPSHOT

\$323
THOUSAND
INVESTED
IN R&D

\$77
THOUSAND
INVESTED IN
MARKETING

10+
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 pineapple 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 close to \$323,000 invested into R&D through the Hort Innovation Pineapple Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of several new investments, including work allowing the pineapple industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Pineapple Fund saw some \$77,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian pineapples.

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/pineapple, where you can search and find information relating to investments, past and present, at any time. The new site and its Pineapple 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 pineapple industry, outside of levy-funded initiatives within the Pineapple Fund. Here's a quick look at just some examples.



The new Hort Innovation website, with dedicated Pineapple Fund section

You can now visit www.horticulture.com.au/pineapple to quickly search and find pineapple 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 data generation for chemical access, there's plenty in there to directly and indirectly benefit the pineapple 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 pineapple 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 Pineapple 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/pineapple-plan, or find the full version at www.horticulture.com.au/pineapple.

The SIP is currently used like a 'roadmap' by the pineapple 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 Pineapple Fund are detailed on the 'Your investments' page at www.horticulture.com.au/pineapple. 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.

The *Pineapple integrated crop protection program* (PI17001), p7, is also tasked with providing growers with regular information on levy-related activity, including via the *Pineapple Press* e-newsletter.



New investment analysis

You can now clearly see how investments in the Hort Innovation Pineapple Fund align to the industry's SIP, with new and interactive investment analysis information available from www.bit.ly/pineapple-investment. The analysis currently shows the allocation of funding against each of the pineapple 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

PI17000	National pineapple breeding and evaluation program
PI17001	Pineapple integrated crop protection program
MT18007	Melon and pineapple industry SARP report updates*
MT18011	Ex-post impact assessment^
ST18001	Generation of data for pesticide applications in horticulture crops†

* This flagged project 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

† Activities for the pineapple industry under this investment are funded wholly through the government's AgVet grant program

ONGOING INVESTMENTS IN 2018/19

PI16000	Pineapple industry minor use program
MT17012	Generation of residue data for permit applications 2017
MT17015	Consumer behavioural and retail data for fresh produce
ST15029	Crop protection replacement for diuron in pineapple industry
ST16008	AgVet collaborative forum
ST17000	Generation of data for pesticide applications in horticulture crops 2018

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.



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.



R&D report

Take a closer look at some of the key investments in the Hort Innovation Pineapple 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/pineapple as they become available.

National pineapple breeding and evaluation program (PI17000)

NEW IN 2018/19

Key research provider: The Queensland Department of Agriculture and Fisheries

Contracted in August 2018, this investment is working towards the release of new pineapple varieties suited to Australia's key pineapple growing regions. There is a focus on developing and evaluating high-yielding varieties with improved disease resistance and flowering control, as well improved fruit consistency and quality, to meet the needs of both growers and consumers.

The program is looking at the industry's main commercial varieties and advanced varieties developed through previous breeding work, while implementing a novel approach to pineapple breeding – utilising a low level of in-breeding – to develop new elite lines.

Performance data for the new varieties, and varieties developed under previous industry investments, will also be produced and delivered to industry.

Pineapple integrated crop protection program (PI17001)

NEW IN 2018/19

Key research provider: The Queensland Department of Agriculture and Fisheries in collaboration with others

Contracted at the end of 2018, this investment is bringing information on integrated crop protection to Australian pineapple growers, to help the industry achieve higher yields and produce high-quality fruit with lower production costs and a reduction in the use of pesticides. It is also facilitating information exchange with and between growers, pineapple industry advisers, chemical company representatives and the broader supply chain.

Current and future activities of the program include integrated crop protection workshops; updating of the industry's best practice manual; production of materials including videos and fact sheets; the use of on-farm demonstration sites; and research into pineapple plant nutrition and pest and disease management.

The project is also tasked with delivering the quarterly industry *Pineapple Press* e-newsletter, a website and annual industry field days.



Consumer behavioural and retail data for fresh produce (MT17015)

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 established a dedicated dashboard for pineapples, that will make 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 Pineapple Fund marketing plans.

Melon and pineapple industry SARP report updates (MT18007)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Jeevan Lal Khurana

This investment facilitated a 2019 Strategic Agrichemical Review Process (SARP) for both the melon and pineapple industries, to provide a clear view of current priorities and gaps regarding pest, disease and weed control.

Each industry's SARP report is available to help direct ongoing efforts to ensure the availability of and access to effective chemical control tools for the industries, to address those needs and gaps. This may relate to pursuing chemical registration with agrichemical companies, or minor use permits with the Australian Pesticides and Veterinary Medicines Authority (APVMA).

The SARP process involved industry consultation and desktop studies to:

- » Assess the importance of the diseases, insects and weeds that can affect each industry
- » Evaluate the availability and effectiveness of fungicides, insecticides and herbicides (pesticides) in the control of these plant pests
- » Determine any gaps in the current pest control strategy
- » Identify suitable new or alternative pesticides to address the gaps.

You can download the pineapple SARP report, released in April 2019, from www.bit.ly/mt18007.

Pineapple industry minor use program (PI16000)

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 pineapple industry as required. These submissions are prepared and submitted to the APVMA.

For more on minor use permits, including a list of permits, see p10.

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.

Various data generation investments (MT17012, ST15029, ST17000 and ST18001)

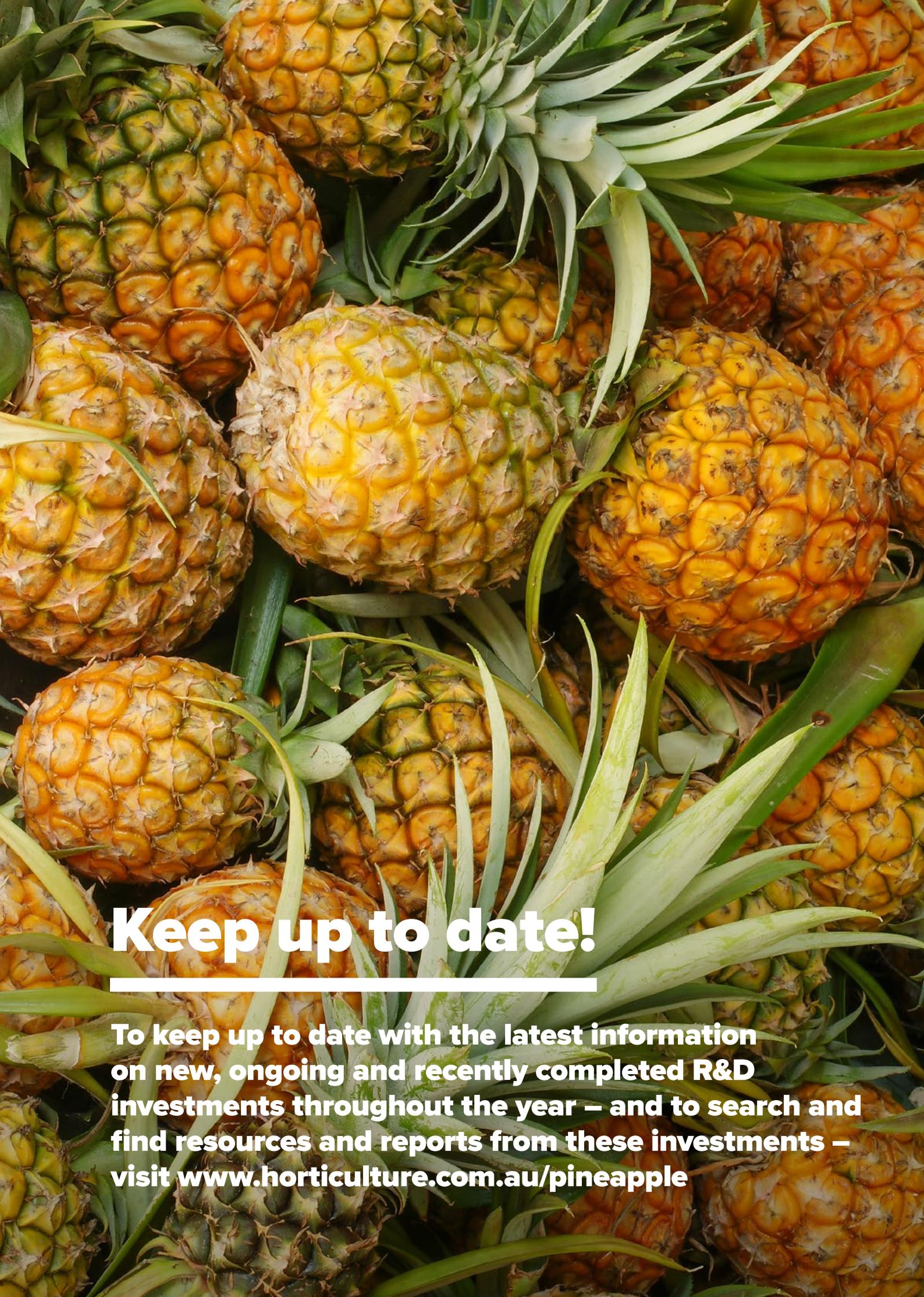
NEW IN 2018/19 (ST18001)

Key research providers: Peracto, Eurofins

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 residue data for permit applications 2017 (MT17012)**, **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 generating the data needed to support a range of registration and minor use applications across a variety of horticulture crops, including pineapples. Work for the pineapple industry under ST18001 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, with grant funds also contributing to ST17000.

Meanwhile, **Crop protection replacement for diuron in pineapple industry (ST15029)** is responsible specifically for conducting efficacy and residue trials in the investigation of weed control products to replace diuron. It also uses grant funds from the AgVet program, with additional levy contributions and co-investment from Bayer Crop Science.



Keep up to date!

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/pineapple

Minor use permits

The Hort Innovation Pineapple 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-pineapple.

Permits in 2018/19

During the 2018/19 financial year, successful renewals for PER10457 (issued as PER87066), PER81856 and PER81901 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Pineapple industry minor use program* (P116000).

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



Current permits

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

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER87066	Dimethoate / Pineapple / Pineapple red mite and flat mite (all states)	01-Mar-19	31-Mar-24	Hort Innovation
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom C/Hort Innovation
PER14953	Ethephon / Pineapple (fresh market) / Fruit ripening	18-Dec-14	25-Dec-24	Growcom C/Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	90-Feb-15	31-Jul-24	Growcom C/Hort Innovation
PER81856 Version 4	Diuron / Pineapple / Weeds as per Diuron label	16-Jun-16	30-Nov-22	Growcom C/Hort Innovation
PER81805	Abamectin / Pineapple / Pineapple flat mite	02-Aug-16	31-Jul-20	Growcom C/Hort Innovation
PER81901 Version 2	Sulfoxaflor (Transform) / Pineapple / Pineapple mealybug	24-Aug-16	28-Feb-23	Hort Innovation
PER81900 Version 2	Spirotetramat (Movento) / Pineapple / Pineapple mealybug suppression	17-Dec-16	30-Sep-22	Hort Innovation
PER84019 Version 2	Fludioxonil (Scholar fungicide) / Pineapple / Postharvest moulds (<i>Penicillium</i> spp.)	01-Sep-17	30-Sep-24	Hort Innovation
PER83873	Phosphorous acid / Pineapple planting material (pre-plant dip) / Phytophthora heart and root rot	22-Feb-18	28-Feb-21	Growcom C/Hort Innovation

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 pineapple marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Pineapple Fund. Read on for a snapshot of activities and results from 2018/19.

Public relations (PR)

Media

Media outreach was used to help drive awareness, education and inspiration through high-reaching coverage. In addition to a pineapple media event to kick-start the winter peak, this involved the distribution of a media release with quotes from pineapple grower Ben Clifton and Australian Pineapples ambassador Ben Milbourne, plus tips and a fact sheet, pineapple imagery and recipes.

Pineapple '#EndlessSummer' hampers were also sent to 10 short-lead and digital media and influencers to celebrate the start of warm weather and to secure spring and summer coverage and social snaps.

Over the course of the campaign, over 130 pieces of coverage were secured across traditional and online, translating to an opportunity to reach 19.7 million people. Earned media included articles from *New Idea*, *body+soul*, 9Honey and *BW Magazine* in *The Daily Telegraph*.

In the first half of 2019, to support the winter burst, media were equipped with pineapple fact sheets, new recipes, imagery and video content. There was also leveraging of resident dietitian at Hort Innovation Jemma O'Hanlon to communicate the health benefits of pineapples with credibility. At the end of 2018/19, the opportunity to reach 4.4 million people had been achieved through coverage in publications such as *New Idea*, *Australia's Best Recipes*, *Sportsluxe* and *Newcastle Weekly*.





Ambassador partnership

Chef and entertaining foodie Ben Milbourne was recruited to create delicious and retro-inspired, easy pineapple dishes including pineapple jam, roasted pineapple, slow cooked pineapple and beef curry, and pork and pineapple skewers. Ben provided credibility to messages, along with these great recipes and images to leverage with media. Additionally, Ben posted content across his own social channels, which helped to increase reach among consumers.

Media event

The 2018 winter season was kicked off with a media lunch with an Endless Summer theme. The Gantry restaurant in Sydney prepared a bespoke menu full of wintery ways to use pineapple. Media and influencer guests enjoyed a delicious lunch of pineapple dishes while learning about seasonality, selection and kitchen tips from pineapple growers to pass on to their own audiences. The space was decorated to encourage plenty of pineapple Instagram snaps. More than 70 social clips were generated from the event from key media and food/health influencers, resulting in more than 1.2 million opportunities for people to see pineapple content.

Partnership with The Biting Truth

Australian Pineapples collaborated with dietitians and influencers The Biting Truth to create pineapple-inspired recipes and video content to demonstrate the versatility of pineapples. This enabled conversation with media to generate press coverage during winter, and engaged pineapple



advocates on owned social channels to drive consideration of the fruit. Through the partnership, Australian Pineapples was able to access The Biting Truth's followers and fan base, extending overall consumer reach.

The first burst of this activity occurred in June/July 2019 for the Australian Pineapples winter campaign, and the second burst will happen in 2019/20 in preparation for the summer season.

Social media

Using curated pineapple content from local growers, food bloggers and pineapple fans, the Australian Pineapples Facebook (www.facebook.com/aussepineapples) and Instagram (@aussepineapples) social channels were used to inspire purchase and consumption of pineapples year-round. The pages celebrated pineapples by featuring the delicious fruit, sharing pineapple tips, providing insight into pineapple growers, and promoting the key message of year-round availability, including in winter.

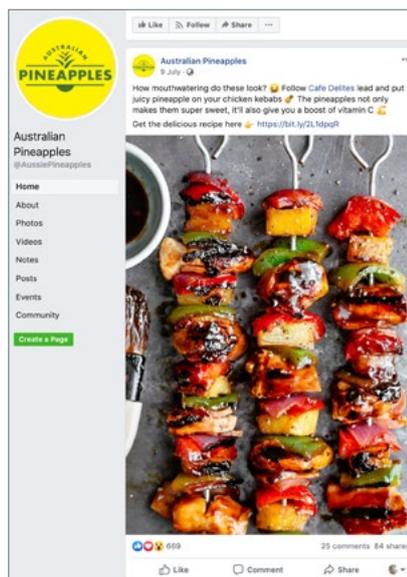
Over the course of the campaign in 2018, the Australian Pineapples Facebook and Instagram pages provided a combined opportunity to reach more than 1.15 million people. Both social accounts achieved strong engagement, seven per cent and 25 per cent respectively, exceeding targets set for the year.

In 2019, there was a new focus on three key content pillars to address key barriers to purchase, based on consumer insights: 'Pineapple know-how' (such things as how to select and prepare); 'pineapple inspiration', through recipes for different types of occasions; and 'pineapple love', which focuses on grower and farm content.

Australian Pineapples developed a four-part educational video series of pineapple hacks including how to cut and store pineapples, how to select pineapples, tops on and off, and seasonality for leveraging on the Australian Pineapples social channels for winter.

Website

The Australian Pineapples website (www.australianpineapples.com.au) was relaunched with a fresh and responsive design in July 2018. Through implementing search engine optimisation (SEO) and ensuring page security, the website was updated with new content and recipe assets, making it the go-to site for pineapple recipes, tips and information.

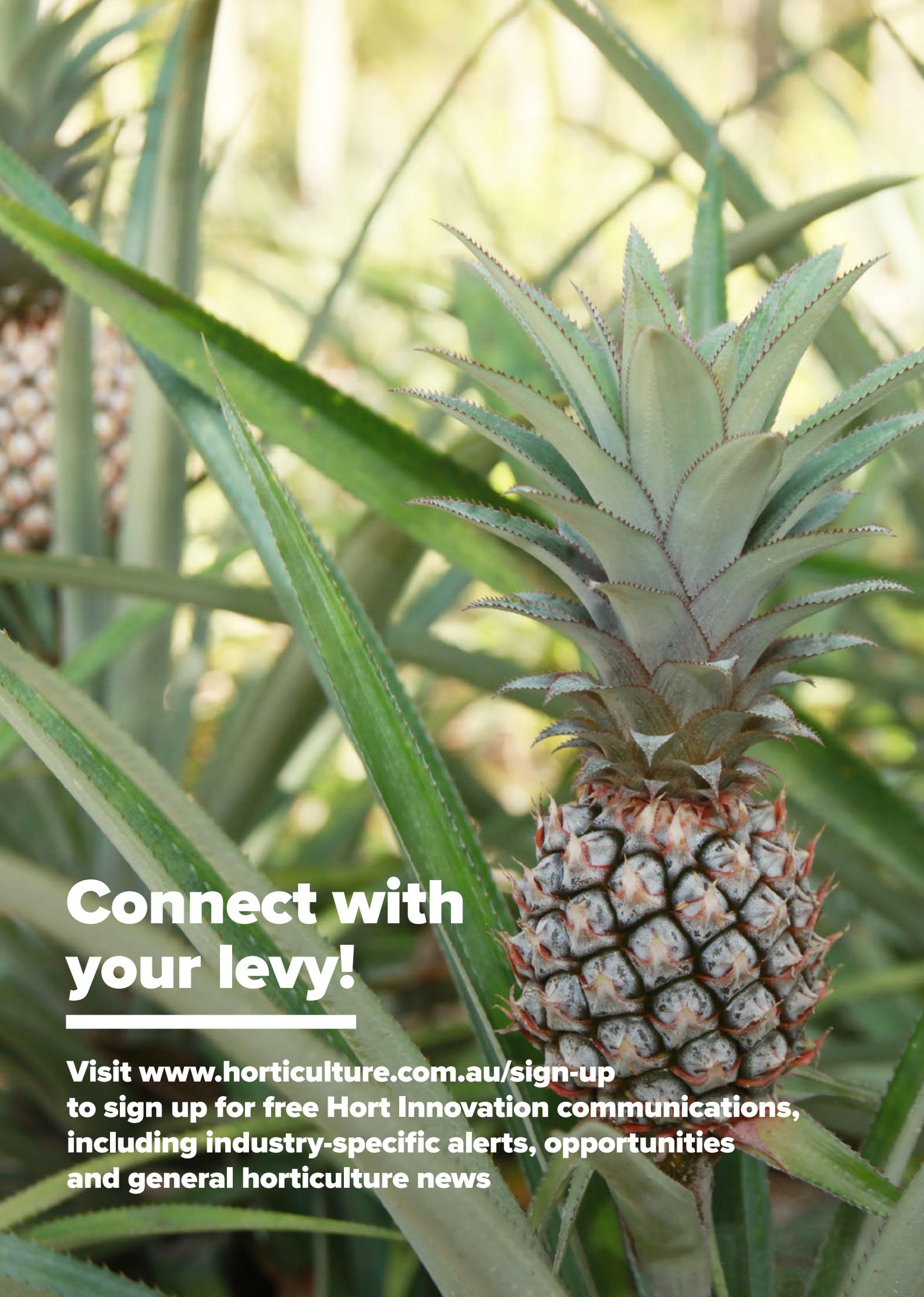


Financial statement

Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
OPENING BALANCE	258,138	63,241	321,379
Levies from growers (net of collection costs)	178,715	84,985	263,699
Australian Government money	196,707	–	196,707
Other income*	10,590	676	11,266
TOTAL INCOME	386,011	85,660	471,672
Project funding	322,763	77,344	400,107
Consultation with and advice from growers	7,427	2,954	10,381
Service delivery – base	13,706	4,179	17,885
Service delivery – shared	24,517	6,925	31,443
Service delivery – fund specific	25,000	28,000	53,001
TOTAL EXPENDITURE	393,413	119,403	512,817
Levy contribution to across-industry activity	8,970	–	8,970
CLOSING BALANCE	241,766	29,498	271,264
Levy collection costs	5,511	2,432	7,943

* 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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