



Summerfruit Fund

Annual Report 2018/19

Content



The year at a glance	2
Welcome	3
Additional value in the year	4
Making investments in 2018/19	5
R&D project list 2018/19	6
R&D report	8
Minor use permits	13
Marketing report	15
Financial statement	19

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in the *Summerfruit Fund Annual Report 2018/19*. Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of the *Summerfruit Fund Annual Report 2018/19*, or from reliance on information contained in the material or that Hort Innovation provides to you by any other means.

© 2019 Horticulture Innovation Australia Limited.

The projects in this report have been funded by Hort Innovation using sources including the summerfruit 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 **summerfruit Harvest to Home dashboards** providing regular consumer behavioural data and insight reporting, at www.harvesttohome.net.au
- ✓ Completed research into **crop management** to promote good and early fruit bearing (p8)
- ✓ Completed work to assist growers in **measuring fruit maturity** (p9)
- ✓ A range of new, ongoing and completed **market access and development work** (including from p9)
- ✓ High-priority and multi-industry **biosecurity investments** (from p11)
- ✓ **Strong and multi-pronged marketing activities** here and overseas (p15)
- ✓ New **final research reports and grower resources**, with 25+ now available from www.horticulture.com.au/summerfruit

2018/19 SNAPSHOT

\$967
THOUSAND
INVESTED
IN R&D

\$484
THOUSAND
INVESTED IN
MARKETING

25
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 summerfruit 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.

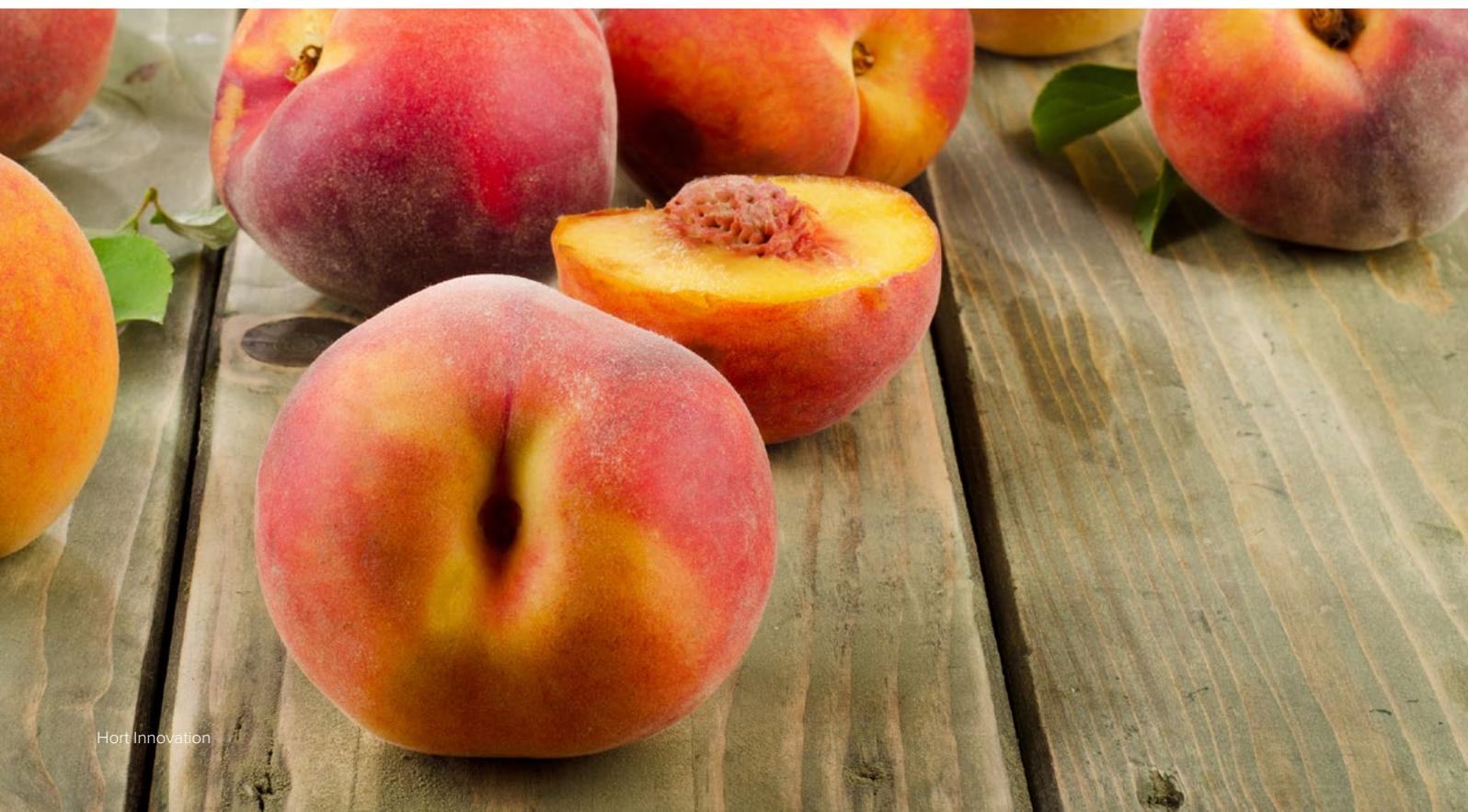
There was more than \$967,000 invested into R&D through the Hort Innovation Summerfruit Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of several new investments, including work allowing the summerfruit industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Summerfruit Fund saw some \$484,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian summerfruit.

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



The new Hort Innovation website, with dedicated Summerfruit Fund section

You can now visit www.horticulture.com.au/summerfruit to quickly search and find summerfruit 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 the summerfruit levy has been co-invested into some Hort Frontiers projects, the bulk of funding continues to come from broad-reaching funding relationships 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 summerfruit 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 summerfruit 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 Summerfruit 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/summerfruit-plan, or find the full version at www.horticulture.com.au/summerfruit.

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



New investment analysis

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

SF18000	Low-dose methyl bromide fumigation of plums
FF18003	SITplus: Port Augusta Qfly SIT factory pilot operation
MT17006	Xylella coordinator
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)
MT18011	Ex-post impact assessment*
MT18018	Generation of data for pesticide permit applications in horticulture crops 2019/20

* 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

ONGOING INVESTMENTS IN 2018/19

SF13004	Tropical stonefruit breeding and evaluation [^]
SF16001	Summerfruit industry minor use program
SF17000	Summerfruit China export facilitation
SF17005	National biosecurity plan for the summerfruit industry
SF17006	Experimental summerfruit orchard – phase II
AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets
AM17010	Taste Australia trade shows [†]
MT12015	Selecting and releasing to industry high quality fresh and dried Australian apricots for export and domestic markets [^]
MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, <i>B. tryoni</i>
MT14052	Essential market access data packages
MT16010	Horticultural trade data 2017-19
MT17005	Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (<i>Drosophila suzukii</i>)
MT17015	Consumer behavioural and retail data for fresh produce
ST16008	AgVet collaborative forum

[^] These flagged projects did not involve the industry levy, and were instead funded by Hort Innovation using voluntary contributions and Australian Government funding. They were carried over from the original Horticulture Australia Limited (HAL).

[†] This investment is a parent program, under which further event-specific Taste Australia investments may sit.



INVESTMENTS COMPLETED IN 2018/19

SF13001	Rootstock and training system to optimise early stone fruit bearing and growth
SF15001	Comparing stonefruit ripening, quality and volatile composition
SF17000	In-market insights and emergency planning
SF17001	Summerfruit export strategy
ST15027	Generation of residue data for pesticide minor use permit applications in horticulture crops

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 Summerfruit 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/summerfruit as they become available.

Low-dose methyl bromide fumigation of plums (SF18000)

NEW IN 2018/19

Key research provider: The Queensland Department of Agriculture and Fisheries

Building on the introduction of low-dose methyl bromide export protocols for nectarines and peaches – backed by research through earlier investment *Low-dose methyl bromide against fruit flies to improve market access for summerfruit* (SF12016) – this project is looking at this fumigation approach for use with Australian plums. While plums currently have access to China with cold disinfestation, a fumigation pathway would allow the use of airfreight to better target market opportunities.

The researchers are producing data packages on the use of low-dose methyl bromide as a post-harvest disinfestation fumigant for Queensland fruit fly on plums, with this information to be available to support the Department of Agriculture in international protocol negotiations.

Rootstock and training system to optimise early stone fruit bearing and growth (SF13001)

NOW COMPLETE

Key research provider: The Victorian Department of Jobs, Precincts and Regions (then the Department of Economic Development, Jobs, Transport and Resources)

Using the Stonefruit Field Laboratory established by the project *Increased stone fruit profitability by consistently meeting market expectations* (SF12003), this investment addressed issues related to the very early years of tree establishment and development until full production.

It generated knowledge on how rootstocks and tree training systems – and their interaction with crop load – affect the physiology of trees and fruit development, with a particular focus on fruit size, composition and performance, and on reserves as wood starch content.

With avenues of investigation varied, comprehensive information and resources from the project (and from SF12003) can be found on the Profitable Stonefruit Research website at www.hin.com.au/networks/profitable-stonefruit-research.

In short, results showed that a higher crop load reduced shoot growth, quantity of pruning wood and fruit size, and generally delayed fruit maturity. It did not affect wood starch reserves in any of the canopy systems or rootstocks investigated.

Some of the key recommendations from the project included:

- » For newly planted orchards, removing most or all of the fruit in the first year is a way to increase starch accumulation in trees and improve tree uniformity
- » Cropping levels should be adjusted by thinning to one fruit per 12 to 15cm of fruiting lateral when fruit are less than 15mm diameter, to maximise returns
- » Fruit maturity should be monitored to identify optimal harvest timing
- » In cases where tree canopies have uneven light distribution, fruit maturity needs to be assessed in different canopy positions.

The project extended its findings through a series of orchard walks, workshops and industry roadshow events, as well as fact sheets, industry magazine articles, and videos.

Visit the Profitable Stonefruit Research website above to access the instructional videos, which include how-tos on summer pruning, the use of DA meters to monitor fruit maturity, info on the IAD index involved in this and more.

Further, full details can be found in the project's final research report, which can be downloaded from www.bit.ly/sf13001.

Comparing stonefruit ripening, quality and volatile composition (SF15001)

NOW COMPLETE

Key research provider: The Victorian Department of Jobs, Precincts and Regions (then the Department of Economic Development, Jobs, Transport and Resources)

Running from 2015 to 2018, this investment was tasked with assisting Australian summerfruit producers in harvesting peaches and nectarines at the optimum maturity, to allow the fruit to continue development and ripening throughout storage and handling systems – resulting in greater customer satisfaction.

The key message from the work was that the physiological stage of fruit at harvest is paramount to its development after harvest, and that any fruit harvested without having reached physiological maturity (defined as the onset of ethylene production) is incapable of developing the full sensorial characteristics that are typical of the cultivar, and that are expected by consumers.

To assist in the decision-to-pick process, the researchers conducted experiments to monitor and identify physiological maturity in stonefruit cultivars using a non-destructive chlorophyll content index (the index of absorbance difference, or IAD, measurable with a DA meter) correlated with ethylene production. Other factors – such as soluble solids concentration, firmness and titratable acidity – were monitored as well as volatile organic compounds (VOCs), to gain a better understanding of the effects of fruit maturity on aroma during fruit development. As part of this, the project established a new technique to collect ethylene and VOCs using evacuated vials.

The project produced tools and knowledge to help growers in the decision-to-pick process. This included developing DA meter maturity profiles for peach and nectarine cultivars, and the dissemination of materials about using this non-destructive approach to measuring fruit maturity. These resources are available on the Profitable Stonefruit Research website at www.bit.ly/stonefruit-maturity.

Meanwhile, full details can be found in the project's final research report, which can be downloaded from Hort Innovation at www.bit.ly/sf15001.

Summerfruit export strategy (SF17001)

NOW COMPLETE

Key research provider: APCO Worldwide Advisory Services

As reported in last year's *Hort Innovation Summerfruit Fund Annual Report*, this project finished just inside the 2018/19 period. It was established to build and extend the Australian summerfruit industry's export success in suitable global markets. In consultation with industry, it developed an export strategy detailing and mapping priority markets for summerfruit export and the route-to-market for each of these markets, to help deliver sustainable trade growth for the industry.

The strategy has and will continue to be considered in the activities of export investments, such as the SF17000 projects described below.

In-market insights and emergency planning (SF17000)

NOW COMPLETE

Key research provider: KPMG

Beginning in 2018 and ending in 2019, this investment was contracted to help develop export readiness and market access for Australian summerfruit into a range of international markets. It produced an in-market intelligence plan and analysis of key export markets for summerfruit, including information on regulatory considerations and entry requirements. It also developed information on resources and networks relating to key export markets, and produced an emergency industry response plan for use in the event of market disruption or closure, biosecurity incidents and other scenarios. Growers can request access to the project's resources by contacting Summerfruit Australia Limited via the form at www.summerfruit.com.au/contact.

Summerfruit China export facilitation (SF17000)

Key research provider: Summerfruit Australia Limited

This investment is helping establish a strong pathway for the Australian summerfruit industry to export. Among its activities, it is tasked with running a pilot program of supply chains for Australian summerfruit into China, and is delivering learnings from these to all potential parties in the supply chain.

In addition, the project is helping lead the summerfruit industry's export initiatives in other international markets, including through representation at trade shows in Hong Kong, Singapore and the Middle East.

Experimental summerfruit orchard – phase II (SF17006)

Key research provider: The Victorian Department of Jobs, Precincts and Regions

The world-class Stonefield Field Laboratory (also known as the Summerfruit Experimental Orchard) was established at Tatura in Victoria under an earlier Hort Innovation Summerfruit Fund investment.

The site contains trials for innovative high-density plantings, multiple rootstocks and cultivars, alternative canopy architectures and advanced irrigation and fertigation technologies. This investment is tasked with carrying on this multi-trial work, producing a substantial set of data across its life in order to inform advice around orchard design and agronomic practices, and help growers achieve optimum fruit quality and yield.

National biosecurity plan for the summerfruit industry (SF17005)

Key research provider: Plant Health Australia

This five-year investment began at the end of 2017 and is responsible for reviewing and updating the summerfruit industry's biosecurity plan. The plan is a top-level document that identifies high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat along with surveillance and diagnostic activities. It provides a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.

The current summerfruit biosecurity plan is available from the Plant Health Australia website at www.planthealthaustralia.com.au/industries/summerfruit.

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 dedicated dashboards for apricots, nectarines, peaches and plums to 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 Summerfruit Fund marketing plans.



Summerfruit industry minor use program (SF16001)

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 summerfruit 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 p13.

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 (MT18018 and ST15027)

NEW IN 2018/19 (MT18018)

NOW COMPLETE (ST15027)

Key research providers: Eurofins, 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.

Continued >>

Ending during the financial period, the project **Generation of residue data for pesticide minor use permit applications in horticulture crops (ST15027)** was responsible for producing the data required to support a range of registration and permit applications across a host of horticulture crops, and will have ultimately facilitated the renewal of two permits for the summerfruit industry.

Meanwhile, the project **Generation of data for pesticide permit applications in horticulture crops 2019/20 (MT18018)** was new in 2018/19 and will also contribute to the renewal of existing permits across several horticulture industries, including summerfruit.

Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (*Drosophila suzukii*) (MT17005)

Key research provider: Plant Health Australia

This multi-industry investment is tasked with improving industry awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, and also with increasing the capacity to detect and respond to any incursions of the pest.

Activities include building knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. Looking at options for meeting domestic and international quarantine requirements are also among the project's activities.

Xylella coordinator (MT17006)

NEW IN 2018/19

Key research provider: Wine Australia

Xylella fastidiosa is an exotic and potentially devastating bacteria that impedes the movement of rising sap in plants. While it hasn't yet appeared in Australia it has proven catastrophic overseas and, were it to enter the country, it could threaten more than 350 commercial, ornamental and native plant species.

This multi-industry and multi-sector investment supports the role and activities of a national coordinator as part of a three year program to improve Australia's readiness for any potential incursion of the disease. This is a joint initiative between Hort Innovation and Wine Australia, through the Plant Biosecurity Research Initiative (PBRI). The PBRI is a collaboration between Australia's seven plant-focused Rural RDCs, Plant Health Australia, the Department of Agriculture and other contributors, to coordinate plant biosecurity RD&E funding and efforts. You can learn more at www.pbri.com.au.

Improving preparedness of the Australian horticultural sector to the threat potentially posed by *Xylella fastidiosa* (a severe biosecurity risk) (MT17006)

NEW IN 2018/19

Key research provider: The Victorian Department of Jobs, Precincts and Regions

Adding to the PBRI's *Xylella* work as described in the previous project description, this multi-industry investment will review and allow Australia to adopt world's best practice methods for detecting and identifying strains of the *Xylella fastidiosa* bacteria, should it come to our shores. As well as developing state-of-the-art diagnostic tools, technologies and protocols to screen plant material entering the country and to support active surveillance programs, it will provide associated training to technical staff in diagnostic laboratories.

The project's work will ultimately allow for quick and effective detection of what is considered to be the number one plant biosecurity threat to Australia and New Zealand, to facilitate a swift and sure response.

SITplus: Port Augusta Qfly SIT factory pilot operation (FF18003)

NEW IN 2018/19

HORT FRONTIERS

Key research provider: University of Western Sydney, with Primary Industries and Regions South Australia (PIRSA)

A purpose-built sterile Queensland fruit fly facility was established in Port Augusta, South Australia under earlier work in the Hort Frontiers Fruit Fly Fund and broader SITplus initiative. With sterile insect technology (SIT) a promising control method for Queensland fruit fly, the facility is a state-of-the-art factory for the mass-rearing of sterile flies.

This investment is continuing support for the pilot operation of the facility, allowing delivery of sterile flies to an associated pilot release project. It is also delivering further research to optimise the SIT approach and improve the production of healthy and high-performing sterile fruit flies. The work is being funded through co-investment from a range of partners, funding from the Australian Government, and some contributions from levy industries, including through the Hort Innovation Summerfruit Fund.

For more on the facility, SITplus program and Hort Frontiers Fruit Fly Fund, visit www.horticulture.com.au/hort-frontiers.



SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, *B. tryoni* (MT13059)

HORT FRONTIERS

Key research provider: South Australian Research and Development Institute (SARDI)

This project is developing a ‘temperature-sensitive lethal, male-selecting’ strain of Queensland fruit fly. To put simply, the research will allow for male-only, sterile fruit flies to be bred in large numbers. It is one of the key projects in the broader strategic co-investment SITplus initiative that’s tackling the issue of fruit fly. The male flies are to ultimately be released in growing regions of south-eastern Australian that are affected by the pest. They will come to outnumber the wild male population in these areas and by mating with wild females – and limiting the opportunity for wild males to do so – they are intended to lead to the collapse of wild Queensland fruit fly populations.

Levies from several horticulture industries are involved in the project which, as a SITplus initiative, is part of the Hort Frontiers Fruit Fly Fund.

Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001)

HORT FRONTIERS

Key research provider: Queensland Eco-sciences Precinct

Most horticultural trade relies on demonstrating that the commodity either comes from an area that is free of pests and diseases (area freedom), or involves the application of an agreed, stringent end-point treatment. This project is a collaboration between industry, researchers and regulators to help Australian horticulture enterprises realise market opportunities in Australia and Asia by developing a quantitative ‘systems approach’ that will be acceptable to regulators. It will also be providing the supporting information necessary to help industries evaluate and adopt systems approaches.

Systems approaches integrate those pre- and post-harvest practices used in production, harvest, packing and distribution of a commodity which cumulatively meet requirements for quarantine security. The systems approach used in each region will set safeguards and mitigation measures which individually and cumulatively provide a reduction in plant pest risk.



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/summerfruit.

Minor use permits

The Hort Innovation Summerfruit 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-summerfruit.

Permits in 2018/19

During the 2018/19 financial year, a successful renewal application for PER12590 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Summerfruit industry minor use program* (SF16001).

Meanwhile, a successful renewed permit PER14562 was also issued during 2018/19, with the application submitted through the industry minor use program in the previous financial year.

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 summerfruit industry, current as of 20 September 2019.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12590 Version 4	Spinetoram (Delegate) / Pome fruit and stone fruit / Fruit fly (suppression only)	06-Oct-11	31-May-24	Hort Innovation
PER13527 Version 2	Clothianidin (Samurai) / Apricots / Oriental fruit moth	28-Jun-13	30-Jun-23	Summerfruit Australia Limited (SAL)
PER14562 Version 2	Thiacloprid (Calypso) / Pome fruit and stone fruit / Mediterranean fruit fly (WA only)	13-Dec-13	30-Sep-23	Hort Innovation
PER14875 Version 3	Alpha-cypermethrin / Stone fruit (except cherries) / Fruit fly (all species)	05-Sep-14	31-Oct-21	SAL
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom C/Hort Innovation
PER14683 Version 2	Trichlorfon / Stone fruit and guava / Fruit fly	24-Feb-15	31-May-22	SAL C/Hort Innovation
PER85380	Abamectin + chlorantraniliprole (Volium Targo Insecticide) / Stone fruit (except cherries) / Western flower thrips	06-Nov-17	30-Nov-20	SAL C/Hort Innovation
PER84804	Spirotetramat (Movento) / Stone fruit / Western flower thrips	21-Jul-17	31-Jan-21	SAL
PER85273	Fosetyl (Aliette) / Apricot, peach, nectarine and plum / Phytophthora trunk and collar rot	23-Apr-18	30-Apr-23	SAL 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 summerfruit marketing levy into a range of activities to drive awareness and consumption, under the Hort Innovation Summerfruit Fund.

The 2018/19 financial year saw another successful Australian summerfruit marketing campaign to help drive growth for the category. The domestic campaign focused on the creation and development of brand assets and content which was amplified through public relations and social media activity, as well as in-store activities conducted with Woolworths. Looking overseas to three key export markets (China, Thailand and Malaysia), the Taste Australia retail marketing campaign focused on in-store activities to drive timely awareness and consumption, and was supported by social media campaigns and media events.

Domestic activity

New creative and brand assets

Using the insights from a consumer research report, new 'Australian Summer Stonefruit' brand assets were created including a new logo, strapline and brand guidelines. The research identified two key target audiences for summerfruit: 'fruit adorers' and 'variety hunters'. These were used as the basis for the



refreshed brand that speaks to both the deliciousness of summerfruit and to the variety that summerfruits offer. Two taglines were developed: 'Deliciously Different' and 'Woohoo, it's summer' to provide deeper connection to the brand positioning.

Content creation

Exclusive recipe content and videos were developed for use across social, digital and print media, including six new recipes and four cooking videos. The project also captured generic summerfruit images to utilise in broader marketing activity such as export campaigns. Content was further amplified on the MyFoodBook channel, a growing digital cookbook and recipe community that offers a reach of 4.2 million people per month.

Social media and public relations (PR)

Social media and PR activity were used to address barriers to purchase, with a targeted program that reached the right audience with the right messages in the channels they use most. The focus was on demonstrating the key characteristics of summerfruit to drive interest and purchase among the target audience – those characteristics being seasonality, taste, health and versatility. This activity achieved 81 pieces of coverage resulting in 13.8 million opportunities for people to see summerfruit content across



print, online and social. Meanwhile, separate social media activity achieved an engagement rate of seven per cent (likes and comments) on Facebook and 14 per cent on Instagram. Additionally, Hort Innovation R&D Manager and Accredited Practising Dietitian Jemma O'Hanlon leveraged her platforms to promote health messaging about summerfruit.

In-store activations

In-store activations were used to help identify factors that contribute to consumer demand for yellow and white flesh nectarines in the domestic retail environment. This was so that declining consumption of the category could be addressed effectively, and ultimately reversed.

A mix of 24 premium and mainstream Woolworths stores were involved in the trial from November to December 2018, where shoppers had the opportunity to sample fruit that was chosen for its higher quality, variety and large size.

Sampling staff were trained on product attributes so that they could highlight them to consumers, and asked brief questions to determine the shoppers' feedback on the fruit being sampled, their intention to buy, and whether they were planning to buy nectarines in that shopping trip anyway. Sales data across the trial period was tracked across the participating stores.

In total, 24 sampling sessions were held that resulted in 2773 engagements with consumers and an average sale of 49.5kg of summerfruit from each

sampling session. Both yellow and white nectarines were on price promotion during the sessions. Over half of the shoppers that tried a sample indicated that they liked the natural sweetness of the fruit.

Export activity

Taste Australia is Hort Innovation's whole-of-horticulture brand used to increase the profile, sales and consumption of premium Australian horticulture products in export markets. In 2018/19, the summerfruit Taste Australia retail marketing campaign was conducted in China, Thailand and Malaysia. It involved in-store sampling, a profile-raising event with an ambassador, a WeChat campaign, influencer activity and e-commerce channels.

Marketing in China

A total of 344 sampling sessions were held at two major retailers in China, where sales increased by 21 per cent at City Super and 27 per cent at Ole compared to 2017/18 data.

A launch event was also held at Michelin-starred restaurant Bo Shanghai and Michelin Recommended Restaurant Daimon, with 16 consumer media and four influencers in attendance. John Moore, CEO of Summerfruit Australia at the time, presented industry-specific information. Awareness was subsequently raised through 19 pieces of media coverage and four ambassador posts. Content from the campaign reached close to 4.5 million people, with the value of this coverage equivalent to more than \$79,000.

Seven Australian-Chinese influencers were engaged to visit a summerfruit orchard in Australia as well, to create and share content for their social channels and audiences in China. This resulted in 34 WeChat posts, with the exposure having a media value of more than \$45,000.

Meanwhile, an e-commerce program was run with online grocery retailer Hema, and included prominent



homepage advertising, bundle sales promotions and pre-sale information shared with 100 'key opinion leaders' associated with Hema, who promoted the fruit and promotions via their own channels. As a result of this activity, nectarine, peach and sugar plum sales increased by 261 per cent, 450 per cent and 461 per cent respectively.

Activity in China also included an offline-to-online engagement with

ZNB Fitness. This saw Australian summerfruit messaging taken to 1400 health enthusiasts, to help generate greater awareness among target customers and motivate purchasing behaviour.

Co-promotions initiative

The Summerfruit China Co-Promotions project is an initiative by Hort Innovation to support Australian exporters and growers to implement effective marketing activities to drive awareness, trial and overall sales of Australian summerfruit products in China. It is part of the overarching Taste Australian framework to drive premium positioning. In 2018/19, this involved Australian companies Montague and IMEXAG.

Montague organised a wholesaler roadshow where two of their brands – Croc Eggs (plums) and The Montague Tree (nectarines and peaches) – were launched in Shanghai, Beijing and Guangzhou in January. The launch made lots of noise and showed trade the playful nature of the brand and the versatility and quality of the fruit. This also led to content for both social and





PR channels. In-store sampling for Croc Eggs was held in 97 stores across three retailers – Hema, Ole and City Super – while The Montague Tree partnered with six retailers to deliver 79 in-store tasting sessions. The activations were supported with events at SPIN Cycle gym in Shanghai and Bunny Wonderland Bakery, while a ‘City Super Mum and Kids’ summerfruit cooking class was held with a celebrity chef. On social, 178 WeChat followers were gained, being mainly trade.

IMEXAG organised 407 sampling sessions held at three retailers across 14 stores (World Good Farming, Well Fruits and Fresh). In the e-commerce space, a video was developed and packaging designed with product information for use to all e-commerce retailer channels. An estimated incremental sale of 160 metric tonnes was achieved from promotional activity.

Other export markets

» **In Malaysia**, a total of 128 sampling sessions were held at five retailers across 46 stores. Trade outcomes indicated a 10 to 30 per cent sales increase at different retailers. To launch summerfruit into Malaysia, an event themed ‘Sweeter when Shared’ aimed to drive awareness and education on the commodity among key influencers. Held at retailer Village Grocer, the event featured Belinda Chee, a celebrity mum, who acted as a guest chef and presented several dishes using Australian summerfruit, also sharing information on nutritional value. In total 29 journalists from 25 media outlets attended, resulting in 48 pieces of coverage. This coverage reached more than 7.35 million people and had an equivalent media value of more than \$383,000.

» **In Thailand**, there were a total of 95 sampling sessions held at four retailers across 25 stores. A launch event for trade partners, retailers and media in February also aimed to generate awareness and interest in selling Australian summerfruit. There were 58 attendees who engaged in a cooking demonstration and other educational content, with Tops Supermarket sharing the content on their social media. The event also strengthened relationships with retailers, with Thailand’s leading retailer, Gourmet Market, agreeing to sampling activities in its stores post-event and retailer Tops showcasing further recipes on its social channels. The posting of an Aussie summerfruit smoothie recipe from the event alone generated more than 655,000 opportunities for people to see the content.

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	42,033	1,102,068	1,144,101
Levies from growers (net of collection costs)	522,547	427,320	949,867
Australian Government money	563,694	–	563,694
Other income*	1,172	30,976	32,149
TOTAL INCOME	1,087,413	458,297	1,545,709
Project funding	967,371	484,088	1,451,459
Consultation with and advice from growers	17,230	5,039	22,269
Service delivery – base	39,427	21,229	60,655
Service delivery – shared	65,336	35,179	100,515
Service delivery – fund specific	37,114	61,000	98,114
TOTAL EXPENDITURE	1,126,477	606,535	1,733,012
Levy contribution to across-industry activity	25,801	–	25,801
CLOSING BALANCE	-22,833	953,830	930,997
Levy collection costs	23,882	19,540	43,422

* 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**

Hort Innovation

Horticulture Innovation Australia Limited
ACN 602 100 149

Level 7, 141 Walker Street
North Sydney NSW 2060 Australia

Telephone 02 8295 2300
communications@horticulture.com.au

www.horticulture.com.au