



# Apple and Pear Fund

Annual Report 2019/20

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# About Hort Innovation and the Apple and Pear Fund

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia’s horticulture sector. We work closely with industry to invest the apple and pear R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Hort Innovation Apple and Pear Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for the industry’s growers, and for the horticulture sector at large.

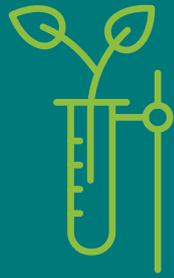
## About the year

**An intense and unpredictable year, 2019/20 certainly dealt challenges for the world, for Australian horticulture, and for Hort Innovation.** There was ongoing drought, a devastating bushfire season, intense floods, the biosecurity threat of fall armyworm and, of course, the global and ongoing COVID-19 pandemic.

**We encourage you to download a copy of the overarching Hort Innovation Annual Report 2019/20** at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to better understand Hort Innovation’s responses to these events, and how the company was able to change its plans and priorities to best serve the sector.

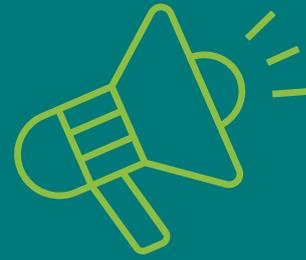
**Through it all, though, activity in the Hort Innovation Apple and Pear Fund remained strong.** While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$4.54 million invested in R&D for the industry (including into 10 new projects), and \$2.27 million in marketing. Read on for an overview of what was delivered.

## 2019/20 Apple and Pear Fund snapshot



**\$4.54M**

invested in R&D



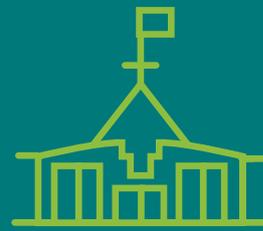
**\$2.27M**

invested in marketing



**43**

active R&D  
investments



**\$5.21M**

in levies collected  
by the government and passed  
on to Hort Innovation for investment

## Did you know?



**10%**

There was a 10 per cent  
growth in production  
value for apples from  
2017/18 to 2018/19



**110,000 tonnes**

Pear production volumes  
remained steady in the five years  
to 2018/19, with an average of  
110,000 tonnes per year



**90%**

Some 90 per cent of  
Australia's pears and  
45 per cent of our apples  
are grown in Victoria

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories, for use by individual industries and the wider sector. The 2018/19 edition was released in early 2020 and, for the first time, features an interactive dashboard format for desktop users. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).



## Just some of the things delivered for you during the year:

- ✓ **The industry communications program**, delivering the *Australian Fruitgrower* magazine, *Industry Juice* emails and more via [www.apal.org.au](http://www.apal.org.au), as well as the internationally renowned **Future Orchards extension program** ([www.apal.org.au/future-orchards](http://www.apal.org.au/future-orchards))
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast ([www.horticulture.com.au/webinars](http://www.horticulture.com.au/webinars)) and regular consumer attitude and behaviour information ([www.horticulture.com.au/impact-monitor](http://www.horticulture.com.au/impact-monitor))\*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, [www.bit.ly/armyworm-podcast](http://www.bit.ly/armyworm-podcast)\*
- ✓ **Multi-pronged domestic marketing campaigns** for both Aussie Apples and Australian Pears and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign\* ([www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food))
- ✓ **Harvest to Home dashboards for apples and pears** providing regular household purchase data and insight reporting, at [www.harvesttohome.net.au](http://www.harvesttohome.net.au)
- ✓ **The latest iteration of the Productivity, Irrigation, Pests and Soils program** – while for both apple and pear growers, learn more about what this will deliver for the pear industry in this video: [www.bit.ly/pips-pears](http://www.bit.ly/pips-pears)
- ✓ **A host of leadership development programs** to attract and foster talent in the apple and pear industry (see more from [p16](#))
- ✓ **Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers)\*
- ✓ **Projects supported by grants** secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2019/20 for more\*

\*These initiatives were delivered outside of the Hort Innovation Apple and Pear Fund and, in most instances, did not involve the industry levy

# Making investments in 2019/20

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The apple and pear R&D and marketing levies were invested this way during the year, guided by the Apple and Pear Strategic Investment Plan and advice from the industry’s advisory panels.



To learn more about funding specific to the Hort Innovation Apple and Pear Fund, visit [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear). During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy reserves.

## Investment planning and performance

During 2019/20, Hort Innovation continued to track investment expenditure against the Apple and Pear Strategic Investment Plan, while looking towards new developments in 2021. Access an at-a-glance copy of the current investment plan at [www.bit.ly/apple-pear-plan](http://www.bit.ly/apple-pear-plan).

### A performance analysis is coming

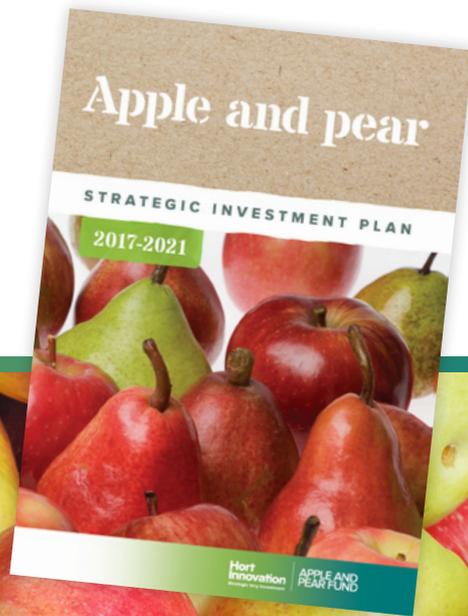
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for investment. Look for information to be published at [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear) in 2021.

### See how your levy investments align to the industry's current plan

You can see how investment expenditure in the Hort Innovation Apple and Pear Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from [www.bit.ly/apple-and-pear-investment](http://www.bit.ly/apple-and-pear-investment). The analysis shows the allocation of funding against each of the apple and pear plan's outcomes, and gives an indication of the projects that are aligned to each outcome.

### New ways of obtaining advice and setting priorities

In 2020/21, Hort Innovation will be implementing new ways of obtaining advice and setting priorities for industry investments. Renewed industry investment plans, plus new yearly (or as needed) program plans and new ways of consulting more broadly will mean more efficient investment and better outcomes for industry. Watch this space.



## R&D project list 2019/20

NEW INVESTMENTS IN 2019/20		ONGOING INVESTMENTS IN 2019/20	
AP18001	Pilot sterile codling moth releases for the apple industry	AP14023	Improved tree and fruit nutrition for the Australian apple industry (Child of AP14014)
AP19000	Australian apple consumer and shopper research*	AP15004	Australian apple and pear industry innovation and adoption program
AP19002	Strengthening cultural and biological management of pests and diseases in apple and pear orchards	AP15005	Delivery of apple and pear Future Orchards extension program
AP19003	Advancing sustainable and technology driven apple orchard production systems	AP15013	Physiological, metabolic and molecular basis of biennial bearing in apple – Australian component of AP15002 (Child of AP14014)
AP19005	Developing smarter and sustainable pear orchards to maximise fruit quality, yeild and labour efficiency	AP16001	Apple and pear industry minor use permit program
AP19006	Improved Australian apple and pear orchard soil health and plant nutrition	AP16002	Apple and pear crop estimate
AP19007	Independent program coordination for the apple and pear Productiviity, Irrigation, Pests and Soils program (PIPS3)	AP16005	Developing agri-tech solutions for the Australian apple industry
MT19003	Parasitoids for the management of fruit flies in Australia	AP16007	An Integrated pest, disease and weed management program for the Australian apple and pear industry
MT19005	Horticulture trade data	AP17002	Apple and pear export readiness and market access
ST19018	Xylella insect vectors	AP18000	National apple and pear industry communications program
		AM17001	Developing a national systems approach for meeting biosecurity requirements to access key Asian markets
		AM17010	Taste Australia trade shows^
		FF18003	SITplus: Port Augusta Qfly SIT factory pilot operation
		LP15001	Masterclass in Horticultural Busniess
		LP15006	Attracting new entrants into Australian horticulture
		LP16000	Advancing women's leadership across the Australian horticultural sector

\* This flagged investment was both new and completed in 2019/20

Continued >>

ONGOING INVESTMENTS IN 2019/20 (continued)		INVESTMENTS COMPLETED IN 2019/20	
MT14052	Essential market access data packages	AP14022	Independent program coordination for apple and pear productivity program
MT16005	Enhanced National Bee Pest Surveillance Program	AP15001	Integrated pest and disease management – phase 2
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)	AP15002	Physiological, metabolic and molecular basis of biennial bearing in apple
MT17006	Xylella coordinator	AP16004	Variety evaluation and tree certification services for the apple and pear industry
MT17015	Consumer behavioural and retail data for fresh produce	MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, <i>B. tryoni</i>
MT18011	Ex-post impact assessment <sup>†</sup>	ST16008	AgVet collaborative forum
MT18017	Taste Australia retail program	MT16010	Horticultural trade data 2017-19
ST17000	Generation of data for pesticide applications in horticulture crops 2018 <sup>‡</sup>	MT17005	Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila ( <i>Drosophila suzukii</i> )
		MT18009	Ex-post impact assessment – industry specific

<sup>^</sup> This investment is a parent program, under which further event-specific Taste Australia investments may sit

<sup>†</sup> This multi-industry project was a key monitoring and evaluation investment during 2019/20 – we encourage you to find the full details at [www.horticulture.com.au/mt18011](http://www.horticulture.com.au/mt18011)

<sup>‡</sup> Activities for the apple and pear industry under this investment are funded wholly through the government's AgVet grants program



## R&D report

Take a closer look at some of the key investments in the Hort Innovation Apple and Pear Fund during 2019/20. You can also visit [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear) at any time to access information on new, ongoing and completed projects, and to download resources produced by levy investments, such as fact sheets and guides.

### ***Pilot sterile codling moth releases for the apple industry (AP18001)***

NEW IN 2019/20

**Key research provider:** Tasmanian Institute of Agriculture

This project is investigating the feasibility of using 'sterile insect technology' (SIT) in the control of codling moths in Australian apple orchards.

SIT has been used in parts of Canada to reduce wild moth populations and limit pesticide use, and is also being trialled in New Zealand. The approach involves producing sterile male codling moths, which are developed to be fit and attractive to wild females. Released into orchards, the sterile moths compete for females, helping stop the wild moth population from successfully breeding.

Following this project's feasibility investigation, pilot releases of sterile codling moths will be used to assess the effectiveness of the approach in controlling wild populations, and to develop guidelines and recommendations for incorporating sterile moth releases into existing pest management programs across the country.

### ***Strengthening cultural and biological management of pests and diseases in apple and pear orchards (AP19002)***

NEW IN 2019/20

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

This investment is providing apple and pear growers and industry advisors with high-quality information on integrated pest and disease management (IPDM), to support increased confidence in IPDM decision making on farm. It's demonstrating the success of biological control methods and is aligned with new research into improving the orchard habitat to support a greater diversity of beneficial biological control agents to in turn help manage pests, and a greater diversity of organisms known to improve soil health.

The project is also responsible for continuing the development and execution of methods for monitoring the establishment and performance of the *Mastrus ridens* wasp as a biocontrol agent. This component of the work follows the project ***Integrated pest and disease management – phase 2 (AP15001)***, which came to an end during 2019/20 and was also delivered by The Victorian Department of Jobs, Precincts and Regions. AP15001 progressed research into the use of the *Mastrus ridens* in the control of codling moth in apple orchards. It involved the release of some 50,000 wasps into trial sites in across Australia for study of the wasp's dispersal, predation and hyper-parasitism. The project team also looked at the effects of common pesticides on the wasp.

With the earlier work confirming the potential of *Mastrus ridens* to enhance the management of codling moth in Australia (full details available at [www.bit.ly/ap15001](http://www.bit.ly/ap15001)), new project AP19002 now takes the reins.

*Project AP19002 is part of the PIPS3 program for the apple and pear industry, which is the third iteration of the Productivity, Irrigation, Pests and Soils program.*

### ***Developing smarter and sustainable pear orchards to maximise fruit quality, yield and labour efficiency (AP19005)***

NEW IN 2019/20

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

This investment is providing the pear industry with new technology and advanced management systems to maximise fruit quality, yield and labour efficiency under increasing climate variability. The goal of the project is to increase profitability of pear orchards by providing tools that allow growers to consistently produce better quality produce for domestic consumption and export markets.

Continued >>

Research trials are being undertaken by the project team in the experimental pear orchard at Agriculture Victoria's Tatura SmartFarm, and in commercial orchards in the Goulburn Valley. There is a focus on:

- » Demonstrating appropriate tree training methods, planting density and rootstocks for new pear cultivars
- » Investigating crop load regulation to minimise biennial bearing and maximise fruit quality and yield
- » Determining the long-term effects of planting systems, rootstocks and training systems on yield, fruit quality, nutrition, soil and pests and diseases
- » Delivering a better understanding of colour expression in bi-coloured pears and sun protection to reduce the impact of extreme heat events on colour
- » Practical use of sensing technologies to monitor fruit development that will enable growers to confidently adjust management to grow fruit to market specification.

*This project is part of the PIPS3 program for the apple and pear industry, which is the third iteration of the Productivity, Irrigation, Pests and Soils program.*

### **Advancing sustainable and technology driven apple orchard production systems (AP19003)**

**NEW IN 2019/20**

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

This investment is developing the knowledge and tools needed to improve crop load management in different climates across Australia's apple growing regions.

It is establishing research trials and demonstration sites at the experimental Sundial Orchard at Agriculture Victoria's Tatura SmartFarm, as well as in commercial orchards, to help take this information to growers. The unique Sundial Orchard conditions, with different light incidence and exposure throughout, will allow this project to investigate the effects of fruit/leaf position and sunlight exposure on fruit quality, floral initiation, photosynthesis and stomatal conductance.

Specifically, the project is:

- » Investigating how fruit position and light exposure impact colour development, sunburn damage, floral initiation and fruit quality

- » Exploring the physiological mechanisms (that is, the chemical signals) involved in the impacts of high crop load on floral initiation and flower development, and subsequent fruit size
- » Developing a rapid orchard assessment tool using sensing technologies to determine crop load for optimum fruit size in apple orchards.

*This project is part of the PIPS3 program for the apple and pear industry, which is the third iteration of the Productivity, Irrigation, Pests and Soils program.*

### **Improved Australian apple and pear orchard soil health and plant nutrition (AP19006)**

**NEW IN 2019/20**

**Key research provider:** University of Tasmania

This investment is looking at optimising soil health and plant nutrition to maximise quality and yield in apple and pear orchards. It will ultimately support growers in creating and maintaining orchards that use resources efficiently and sustainably, particularly under an increasingly variable climate.

The project team is working towards the development of a user-friendly web app. This decision support tool will provide growers and consultants with practical, easy to use irrigation and nutrient management information and resources that can be accessed in the field. The app will be driven by the 'SINATA' model, which is the Strategic Irrigation and Nitrogen Assessment Tool for Apples developed through the project *Improved tree and fruit nutrition for the Australian apple industry* (AP14023), described on [pXX](#).

The project team is also conducting research trials in each of the five main growing regions for apples and pears to closely examine sustainable orchard management practices to improve soil health, biological function, plant nutrition and reduce pest and disease incursions. These trial sites will also be used as demonstration sites for field walks in conjunction with the levy-funded Future Orchards extension program, to help growers access and adopt research findings.

*This project is part of the PIPS3 program for the apple and pear industry, which is the third iteration of the Productivity, Irrigation, Pests and Soils program.*

### ***Independent program coordination for the apple and pear Productivity, Irrigation, Pests and Soils program (PIPS3) (AP19007)***

NEW IN 2019/20

**Key research provider:** ICD Project Services

This investment supports the coordination and integration of a number of projects, which together make up the 'PIPS3' program for the apple and pear industry – the third iteration of the Productivity, Irrigation, Pests and Soils program. Activities of this overarching coordination project include improving communication within and between project teams and the apple and pear industry, coordinating linkages and activities between PIPS3 and the levy-funded Future Orchards program, and more.

PIPS coordination activities were previously carried out by the now-concluded *Independent program coordination for apple and pear productivity program (AP14022)*, which was delivered by RMCG.

### ***Parasitoids for the management of fruit flies in Australia (MT19003)***

NEW IN 2019/20

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

Involving funding from a range of industries, this investment is helping evaluate the use of parasitoid wasps in the potential management of fruit flies. The use of natural enemies such as parasitoids against insect pests is a core component in sustainable pest control and, if successful, will provide horticulture industries with another method to use for fruit fly management.

The research is being conducted through two complementary components – firstly by improving current knowledge of natural fruit fly parasitoid distribution in Queensland and northern New South Wales, and secondly by trialling a new mass rearing and release strategy for the southern states.

### ***Australian apple consumer and shopper research (AP19000)***

NEW IN 2019/20 & NOW COMPLETE

**Key research provider:** Fiftyfive5

This short investment researched and delivered insights into Australian apple consumers and identified key targets and growth opportunities. Its findings will be used to inform future Hort Innovation Apple and Pear Fund marketing activities and will be available as insights for the apple and pear industry at large.



### ***Physiological, metabolic and molecular basis of biennial bearing in apple (AP15002) and Physiological, metabolic and molecular basis of biennial bearing in apple – Australian component of AP15002 (AP15013)***

NOW COMPLETE (AP15002)

**Key research providers:** University of Hohenheim, Germany (AP15002) and The Victorian Department of Jobs, Precincts and Regions (AP15013)

Biennial bearing is a major constraint to apple flowering and production, and it's estimated that around 30 per cent of commercial cultivars are susceptible. While this cropping irregularity is usually managed by chemical, mechanical or manual thinning methods, the underlying physiological, metabolic and molecular plant processes are largely unknown. Beginning in 2016, these two related projects have worked to increase understanding of the mechanisms involved in biennial bearing and in turn why apple crops fail to develop sufficient flower numbers in the year after a high crop load.

Project AP15002, completed in 2019/20, was an international body of research that looked at the roles of plant hormones (signals from developing fruit), gene expression and carbohydrates. There were two field trials overseas, looking at Spencer Seedless and comparing the biennial Fuji to the non-biennial Royal Gala.

Project AP15013 was ongoing through 2019/20. The Australian component of the work, it has involved field trials in a commercial orchard setting in Victoria's Yarra Valley. Here there is study of biennial cultivar Nicoter (Kanzi) and non-biennial cultivar Cripps Pink (Pink Lady), similarly looking at the effect of gene expression and metabolic signals on flowering, in response to plant resources, plant development, cultural practices and environmental cues.

With AP15013 due to conclude in late 2020, a summary of both projects' work will be available shortly at [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear).

### ***Variety evaluation and tree certification services for the apple and pear industry (AP16004)***

**NOW COMPLETE**

**Key research provider:** Australian Pome Fruit Improvement Program

Running from mid-2017 to mid-2020, this project supported the operation of the Australian Pome Fruit Improvement Program (APFIP) to deliver essential infrastructure and information related to the evaluation of new varieties and the certification of trees propagated from high-health-status materials. The project provided growers assistance and confidence in making critical decisions about which varieties to plant what rootstock to plant them on – including through variety demonstrations and roadshows – and assurance that high-health planting and propagation material was being supplied.

You can access full details of the project, including APFIP Variety Reports and the project's final research report, at [XXXXXXXXXXXX](#).

### ***Ex-post impact assessment – industry specific (MT18009)***

**NOW COMPLETE**

**Key research provider:** AgEconPlus

During 2018/19, Hort Innovation engaged independent consultants to evaluate the impact of our R&D investments. This included a specific look at the impact of work within the Hort Innovation Apple and Pear Fund, with a focus on projects completed within the five years to 30 June 2018, aligned to the current industry strategic investment plan. Nine random projects were assessed, revealing a range of economic, social and environmental impacts being generated for growers, supply chain participants and the community at large. The projects had an upper-bound benefit-cost estimated at 5.1 to one, and were expected to deliver some \$28.9 million in additional value to the industry and community over the next 30 years. Specific impacts identified ranged from increased yield and fruit quality for the industry and enhanced market access, through to flow-on effects for communities in apple and pear growing regions.

Explore the full details at [www.horticulture.com.au/mt18009](http://www.horticulture.com.au/mt18009).



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

**NOW COMPLETE**

**Key research provider:** Plant Health Australia

Running from 2018 to 2020, this multi-industry investment improved awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, as well as enhanced Australia's capacity to detect and respond to any incursions of the pest.

Most importantly, this project developed a framework for modelling spotted wing drosophila establishment and movement throughout Australian regions, allowing for a comprehensive preparedness plan to be developed for a swift response in the event of an incursion. The plan includes an extensive list of recommendations for industry, including relating to surveillance, control techniques, engagement and awareness, and diagnostics.

The project also worked to build knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. It produced a range of materials for growers, including identification information, a fact sheet on spotted wing drosophila hosts, and a webinar detailing preparedness for the pest.

Full details and links to the project's resources – and final research report – can be found at [www.bit.ly/mt17005](http://www.bit.ly/mt17005).

## ***Australian apple and pear industry innovation and adoption program (AP15004) and Delivery of apple and pear Future Orchards extension program (AP15005)***

**Key research providers:** APAL and AgFirst

Beginning in 2016, projects AP15004 and AP15005 deliver the apple and pear industry's Future Orchards program, which is responsible for accelerating and expanding the adoption of innovation and technology in apple and pear businesses and facilitating industry capacity-building.

Future Orchards is an internationally renowned technology-transfer program. It traditionally includes regular orchard field walks, orchard benchmarking, and orchard business analysis to deliver world's best practice and R&D linkages to apple and pear growers in Australia's major growing regions.

The program also aims to upskill the workforce, improve grower crop and business risk mitigation strategies, and provide grower services and technical support along the supply chain. It seeks to improve crop protection stewardship and chemical access, provide biosecurity preparedness, improve post-harvest productivity, and nurture technical preparedness for export.

Project AP15005 is specifically responsible for the technical delivery of the Future Orchards program. It covers the Focus Orchards network to demonstrate the adoption of best practice and new technology, Focus Orchard properties, OrchardNet, Orchard Business Analysis reporting and regional trials.

As a result of the COVID-19 pandemic, in 2020 Future Orchards activities that would normally take place face-to-face were replaced with online alternatives such as video conferences and webinars.

## ***National apple and pear industry communications program (AP18000)***

**Key research provider:** APAL

This program keeps apple and pear growers up to date with the latest industry news, information, R&D and marketing updates. It continues to produce and maintain key communication channels for the industry, including but not limited to:

- » The quarterly *Australian Fruitgrower* magazine,
- » The weekly *Industry Juice* e-newsletter
- » The APAL website
- » APAL social media, including Twitter, Facebook, LinkedIn and Flickr
- » Video content including demonstration videos and expert information and discussion videos, available in the above communication channels and on the APAL YouTube channel
- » Media releases.

You can access these levy-funded resources via [www.apal.org.au](http://www.apal.org.au).

## ***Developing agri-tech solutions for the Australian apple industry (AP16005)***

**Key research provider:** SwarmFarm Robotics, The University of New South Wales and others

Beginning in 2018, this investment represents a new step in the age of 'digital agriculture' and autonomous operation. It is supporting the development of a new technological system that can perform autonomous flower density mapping and tree canopy measurement, which will be able to be used with spray equipment to provide decision support for variable rate autonomous spraying in apple crops.

### ***Improved tree and fruit nutrition for the Australian apple industry (AP14023)***

**Key research provider:** Tasmanian Institute of Agriculture

Running since 2015 and due to conclude in late 2020, this investment has been conducting research into optimising nitrogen-use efficiency to boost productivity in apple growing. It's been developing a multi-season nitrogen budget underpinned by fertigation research, to in turn produce a user-friendly decision-support tool to assist growers across the country in optimising irrigation and fertigation application. This tool is set to be progressed by new project ***Improved Australian apple and pear orchard soil health and plant nutrition (AP19006)***, described on [p9](#).



When completed, it will allow growers to look up their soil type, local climate and tree information to determine average irrigation and nitrogen requirements, assess the efficiency of their current management practices, and explore potential savings associated with changes in irrigation and nitrogen application (such as switching from calendar-based irrigation schedules to targeted schedules based on soil moisture status).

### ***An integrated pest, disease and weed management program for the Australian apple and pear industry (AP16007)***

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

Beginning in late 2017, this program is tasked with helping apple and pear growers develop and maintain pest-resilient farming systems using integrated pest management (IPM). It is providing clear knowledge on the tools and systems required to implement IPM, which involves the effective combination of chemical, cultural and biological methods to control pests, diseases and other undesirables in a 'whole of system' approach.

The program was instigated from previous industry work, which reviewed the state of IPM in the apple and pear industry and found that while there was a high level of awareness and availability of necessary tools, adoption of true IPM was low – while 86 per cent of growers surveyed said they were using IPM, further investigation suggested that, by the technical definition, only 25 per cent actually were.

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 will be available to support strategic activities.

### ***Apple and pear crop estimate (AP16002)***

**Key research provider:** AgFirst

This project is responsible for producing apple and pear crop estimates for each season. Detailed crop estimates are designed to provide information on the size and quality of national crops that can then be used by growers, packers, marketers and the industry at large to plan more effectively and maximise the value of the crops.

## **Consumer behavioural and retail data for fresh produce (MT17015)**

**Key research provider:** Nielsen

This multi-industry provides regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform ([www.harvesttohome.net.au](http://www.harvesttohome.net.au)).

The platform has dedicated dashboards for both apples and pears, 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 Apple and Pear Fund marketing plans.

## **Apple and pear export readiness and market access (AP17002)**

**Key research provider:** APAL

Beginning in late 2018, AP17002 is tasked with bolstering industry readiness, knowledge and technical capabilities around export, and delivering work to improve and maintain international market access. Its specific activities are aligned to the Apple and Pear Industry Export Development Strategy and its export target of 10 per cent of marketable yield by 2027. The strategy was released as part of an earlier Hort Innovation Apple and Pear Fund investment, and is available by contacting APAL via the contact form at [www.apal.org.au](http://www.apal.org.au).

## **Taste Australia retail program (MT18017)**

**Key research provider:** Produce Marketing Australia (PMA)

While activity was paused in 2020 due to COVID-19, this multi-industry investment has been targeting key international retailers with training and educational resources about selecting, storing, handling and displaying Australian fresh produce in store, including apples and pears.

Its work is an R&D component of Hort Innovation's Taste Australia retailer engagement efforts in international markets. Other R&D work under the Taste Australia banner includes **Taste Australia trade shows (AM17010)** – a parent program that supports attendance at relevant international trade shows, to further develop export opportunities in key Asian and Middle Eastern markets.

Taste Australia is the whole-of-horticulture brand used to increase the profile, sales and consumption of premium Australian horticulture products in export markets, and is a central component of Hort Innovation's Hort Frontiers Asian Markets Fund. Learn more at [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers).

## **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 exporters demonstrating that the commodity either comes from an area that is free of pests and diseases (area freedom), or application of an agreed, stringent end-point treatment. Such end-point treatments are often costly, can impact upon quality, and may often be avoidable if other risk mitigation factors are accepted by importing countries.

This national project is a collaboration between industry, researchers and regulators that will 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.

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

### **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 Apple and Pear Fund.

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

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

**NOW COMPLETE**

**HORT FRONTIERS**

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

This investment has successfully demonstrated a method to develop a ‘temperature-sensitive lethal, male-selecting’ strain of Queensland fruit fly. Put simply, its work will allow for male-only, sterile fruit flies to be bred in large numbers as part of the SITplus initiative, to optimise the release of sterile flies as part of a SIT-aided, area wide management approach to controlling the pest. Released into specific sites in south-eastern Australia, the sterile flies will come to outnumber the wild male population 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 were involved in the project which, as a SITplus initiative, was part of the Hort Frontiers Fruit Fly Fund.

### ***Xylella insect vectors (ST19018)***

**NEW IN 2019/20**

**Key research provider:** Wine Australia

This project is a collaboration between Hort Innovation and Wine Australia to help safeguard Australia against the potentially catastrophic *Xylella fastidiosa*. This exotic bacteria impedes the movement of rising sap in plants and, were it to enter the country, it could threaten more than 350 commercial, ornamental and native plant species.

The project team is identifying and assessing insects in Australia that could potentially carry and transfer the bacteria, should it arrive on our shores. Developing an understanding of these potential insect vectors – including their feeding behaviour, population dynamics and range – will build essential knowledge to help in how xylella could be detected and contained in Australia.

The work is a partnership through the Plant Biosecurity Research Initiative (PBRI), 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](http://www.pbri.com.au).

### ***Xylella coordinator (MT17006)***

**Key research provider:** Wine Australia

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 *Xylella fastidiosa*. Like the project described in the previous summary, this is another joint initiative between Hort Innovation and Wine Australia, through the PBRI.

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

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

Adding to the PBRI’s *Xylella* work, 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.

### ***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 previous industry work, 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 apple and pear industry is one of several contributors to the work, and the program is part of the Hort Frontiers Pollination Fund.

## Masterclass in Horticultural Business (LP15001)

### HORT FRONTIERS

**Key research providers:** University of Tasmania in partnership with Lincoln University and Wageningen Research Academy

The Masterclass in Horticultural Business course was developed under the Hort Frontiers Leadership Fund and is aimed at fostering new innovators and leaders for the Australian horticulture industry. Best described as a 'mini MBA', it's a nine-month course where participants develop their business skills and build their own business plans for the future. The course is delivered predominantly online, with several face-to-face sessions and field trips to some of Australia's savviest horticulture outfits.

Apple and pear levy has been co-invested into the Masterclass investment to support scholarships for industry levy-payers. For the 2018 Masterclass, four apple and pear scholarships were awarded, while one scholarship was available for the 2019 course, and one full scholarship and two half scholarships were awarded in 2020.

## Attracting new entrants into Australian horticulture (LP15006)

**Key research provider:** Rimfire Resources

This project is part of the Hort Frontiers Leadership Fund and is about engaging graduate students with the horticulture industry. It involves a Graduate Engagement Program with a two-phased approach designed to attract the right people, retain them and support their ongoing leadership development.

The first phase involves students undertaking internships within horticulture business, for which funding support is offered for both the student and the business. The second phase involves employment of students following graduation, with Hort Innovation co-investing to support the first-year salary and participation in a five-day leadership program.

This initiative involves co-investment from levy industries, including apple and pear, and from additional sources.

## Advancing women's leadership across the Australian horticultural sector (LP16000)

**Key research provider:** Women & Leadership Australia (WLA)

This investment provides women in the horticulture industry the opportunity to apply for leadership development courses through Women & Leadership Australia, including Leading Edge, Executive Ready and the Advanced Leadership Program. Each course is targeted at a different experience level and

provides participants with skills such as how to heighten presence and influence, manage team dynamics, drive performance and lead innovation and change. Scholarship funding offered through LP16000 covers up to 60 per cent of participants' costs. More information can be found at [www.wla.edu.au/horticulture](http://www.wla.edu.au/horticulture).

## Apple and pear industry minor use permit program (AP16001)

**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 apple and pear 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 [p17](#).

All current minor use permits for the industry are searchable at [portal.apvma.gov.au/permits](http://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](http://www.horticulture.com.au/sign-up)

## Generation of data for pesticide applications in horticulture crops 2018 (ST17000)

**Key research provider:** 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.

This project, which uses grant funding from the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program, is generating the data required for a range of registration and minor use applications across a variety of horticulture crops, including apple and pear.

## Minor use permits

The Hort Innovation Apple and Pear 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/min-or-use-apple-and-pear](http://www.bit.ly/min-or-use-apple-and-pear).

### Permits in 2019/20

Fall armyworm – an incredibly destructive exotic pest – was detected on Australian shores for the first time in 2020. To support readiness and protect the horticulture sector, Hort Innovation was involved in securing emergency permits for crop protection chemicals, with all horticulture industries having at least one effective option available to them by the end of 2019/20. For the apple and pear industry, PER89241, PER89259, PER89278, PER89293 and PER89870 were obtained for this reason.

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 apple and pear industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12590 Version 4	Delegate (spinetoram) / Pome fruit and stone fruit / Fruit fly (suppression only)	06-Oct-11	31-May-24	Hort Innovation
PER12864 Version 2	Polyram (metiram) / Apple varieties / Alternaria	18-Apr-13	30-Jun-21	Growcom
PER14562 Version 2	Thiacloprid (Calypso) / Pome fruit and stone fruit / Mediterranean fruit fly (WA only)	13-Dec-13	30-Sep-23	Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER89241	Spinetoram / Various including pome fruit / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89259	Chlorantraniliprole (Coragen, Altacor and Altacor Hort Insecticide) / Pome fruit / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb (Avatar Insecticide) / Apples, nashi pear, pears / Fall armyworm	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Apple and pear / Fall armyworm	10-Apr-20	30-Apr-23	Hort Innovation
PER89870	Spinosad (Entrust organic) / Various including pome fruit / Fall armyworm	21-Jul-20	31-Jul-23	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](http://portal.apvma.gov.au/permits). Details of the conditions of use associated with these permits can also be found on the APVMA site.

**Keep up to date!** Find monthly minor use permit updates in our *Growing Innovation* e-newsletter. Sign up for free at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).

## Marketing report

Hort Innovation is responsible for investing the apple and pear marketing levy into a range of activities to drive awareness and consumption, under the Hort Innovation Apple and Pear Fund. Here's a quick look at some of the activities and achievements of 2019/20, for both the domestic and export marketing campaigns.

### APPLE MARKETING

The 2019/20 financial year saw the continuation of the Get Your Crunch On campaign that was launched at the start of 2017. With activity across television, digital, radio, outdoor and social media, the campaign targeted main grocery buyers aged 25 to 54 and built on previously established messaging that apples are the ultimate go-to, on-the-go healthy snack.

### Aussie Apples on TV

To drive mass top-of-mind awareness Aussie Apples had six weeks of TV live in the second half of 2019. Launched in July 2019 across five metro capital cities (Sydney, Melbourne, Brisbane, Adelaide and Perth) and regional markets of NSW, QLD and VIC, the campaign results exceeded benchmarks in all markets.

The campaign took advantage of the strong opening schedule of programs,

with the Aussie Apples TV commercial featured in eight of the top 10 performing shows airing at the time, including *The Block*, *Australian Ninja Warrior*, *The Ashes Series – First Test* and *The Proposal*. This was also boosted with features across high performing general entertainment programs such as *The Big Bang Theory*, *Home and Away*, *Millionaire Hot Seat*, *The Chase Australia*, and news and current affairs programming.

Across Sydney, Melbourne and Brisbane metro the Aussie Apples ad reached 32 per cent of the target audience at least two times, surpassing the key performance indicator (KPI) of 30 per cent, while in Adelaide and Perth Metro the ad reached at least 30 per cent of the target audience at least two times, surpassing the KPI of at least 25 per cent.

In Northern NSW, Southern NSW and Victoria the ad reached at least 45 per cent of the target audience at least two times, surpassing the KPI of 40 per cent, while in regional QLD the ad reached 47 per cent of the target audience at least two times, surpassing the KPI of 35 per cent.

### Digital

From July to October 2019, Aussie Apples ran digital activity across catch-up television, YouTube and Spotify. This involved playing the 15-second television commercial (TVC) across catch-up TV channels such as such as Foxtel, SBS, and channels 7, 9 and 10, a six-second unskippable ad on YouTube, and a 15-second audio ad on Spotify.

All benchmarks for these activities were exceeded, and over the course of the campaign an impressive 3.7 million impressions were delivered to consumers



(an impression is the display of an ad to a user while viewing a page), and ads had a 94 per cent viewability rate, and a 93 per cent completion rate (i.e. watching ad in full rather than skipping).

## Radio

The Aussie Apples radio campaign ran from late July to mid-August 2019, targeting consumers during the commute to work, school and shopping. Airing across the Nova stations in Sydney, Melbourne, Brisbane, Adelaide and Perth, a total of 1,522 spots were aired, leading to some great results including reaching a total of 4.5 million grocery buyers at least four times across the campaign.

## Outdoor media

To remind consumers to purchase apples on their path to purchase journey and consistently talk to consumers throughout their day, Aussie Apples had advertising panels across shopping centre screens and gym screens from July to September 2019.

In shopping centres, the Aussie Apples media reached a total of over 6.4 million consumers, exceeding the KPI of 5.9 million people, while gym screens hit the KPI of reaching 2.25 million consumers an average of 2.5 times.

## Social media

Social media activity is a cost-efficient way to reach consumers (an opportunity previously only available via 'above the line' media such as television and newspapers), and also to 'keep a finger on the pulse' in terms of how people are using apples, answering any questions they have, and giving people an opportunity to simply share their love of apples. The role of social media is to help remind shoppers and consumers of the benefits of apples through compelling content.



The 2019/20 social media campaign for Aussie Apples ran from July to November 2019, leveraging the Aussie Apples Facebook ([www.facebook.com/Aussieapples](http://www.facebook.com/Aussieapples)) and Instagram pages (@aussieapples). Through a combination of created and curated assets the campaign aimed to educate, inspire and engage consumers with compelling content which demonstrated how to make snacking and meal occasions easier with Aussie Apples.

The campaign delivered positive results, delivering 1.3 million engagements (engagements are the total number of likes, comments, shares, saves, photo views, video views, and link clicks) exceeding the KPI of 1.2 million, 9.5 million impressions (exceeding the KPI of 8.5 million), and engagement rates of seven per cent on Facebook (a substantial increase on the 2018/19 average of 0.5 per cent), and 15 per cent on Instagram.

## PEAR MARKETING

The primary objective of the 2019/20 Australian Pears marketing plan was to increase purchase frequency of light pear buyers by giving consumers the confidence to pick, ripen and use pears. Using the new Dare to Pear creative assets and logo, the campaign was across digital, outdoor, social media and events/in-store activations.

### Digital

The Australian Pears digital activity ran from August to October 2019, using a 15-second and six-second ad across programmatic video (video ads across relevant websites including lifestyle and cooking sites), YouTube, and Coles Flybuys. In total, the campaign delivered 6.2 million impressions, exceeding the KPI of four million impressions, and a strong viewability rate of 81 per cent and a completion rate of 77 per cent (each sitting above the benchmarks of 70 per cent).

On programmatic video Australian Pears ran the majority of ads across the Nine Network, with Taste.com.au and Mamamia as the key sites delivering recipe content across highly engaged audiences. Activity was also run across

Daily Mail, MSN.com, New Idea Food, Time Out, Hello Magazine and Nigella to further reach the target audience. Across the campaign Australian Pears programmatic video over delivered in impressions by 74 per cent, delivering over 1.15 million impressions (with a KPI of 666,000).

The Australian Pears YouTube activity involved a six-second unskippable ad targeted at 'food affinity' audiences, that is cooking enthusiasts, foodies (people enthusiastic about food and restaurants), aspiring chefs, and 30 minute chefs (people who often cook). The activity finished with above benchmark results, providing a total of over 3.7 million impressions (over delivering against the 2.2 million KPI by 74 per cent).

On Flybuys, Australian Pears targeted four key audience segments including active pear buyers, lapsing pear buyers (those who were purchasing less), lapsed pear buyers (those who had stopped purchasing) and new pear buyers. Across the course of the campaign the Flybuys activity drove an 85 per cent uplift in sales. The largest uplift was seen across the lapsing audience, with a strong uplift of 96 per cent. In total, 1.25 million impressions were delivered, exceeding the KPI of 1.1 million.

### Outdoor media

Targeting main grocery buyers, the Australian Pears outdoor media campaign ran across retail shopping centre panels from August to October 2019. Acting as a final reminder on the path to purchase journey, all retail screens utilised were 100 per cent proximity to supermarkets (directly outside and around stores) and targeted supermarkets that index highly against high fruit buyers and have high foot traffic areas. In total, the outdoor activity reached a total of over 9.1 million consumers, exceeding the KPI of 7.9 million people.

### Social media

The 2019/20 Australian Pears social media campaign ran from September 2019 to June 2020, leveraging the Australian Pears Facebook ([www.facebook.com/australianpears](https://www.facebook.com/australianpears)) and Instagram (@australianpears) pages. Through a combination of created and curated assets the campaign aimed to demonstrate how Australian pears are a delicious and healthy way to shake up the everyday. Targeting three key audiences ('health pursuers' and 'seasonal fruit hunters' aged 45+ on Facebook, as well as 'sweet tooth



foodies' aged 25-44 on Instagram) the social media campaign aligned to the strategic pillars of education (how to pick, ripen and store pears), versatility (demonstrated through recipes and tips and tricks), nutrition/health benefits, and varieties (increasing awareness of different varieties including educating content on seasonality and different flavour profiles).

In response to break out of COVID-19 and implementation of social distancing and lockdowns from March 2020, the social media communications plan was reviewed to ensure it was appropriate in the COVID-19 climate, while continuing to inspire Australians with delicious pear content and recipes. This review included:

- » Refining the tone of voice across each social media platform to ensure contextual appropriateness (for example, not making references to 'entertaining with friends' during the lockdown periods)
- » Refining messages to ensure they were helpful and useful during social distancing/isolation periods, such as showcasing recipes which were great for freezing, great for the whole family or sharing tips on extending shelf life of fresh produce through proper storage techniques
- » Working with influencer partners to ensure any content generated was sensitive to the COVID-19 climate.

Across the course of the campaign, all key performance indicators were exceeded. In total, social media activity delivered more than 13 million impressions, 1.8 million engagements (almost 1.8 times the KPI), including 1.1 million video views and 620k non-view engagements (non-view engagements are reactions, comments, shares, saves, link clicks, photo views). Further to this, engagement rates averaged eight per cent on Facebook (KPI 7 per cent) and 11 per cent on Instagram (KPI 10.5).

In addition to this, on Instagram the Australian Pears channel showed impressive growth and potential, with the audience growing 500 per cent from September to June (331 followers to 2,001 followers), and across both Facebook and Instagram consumer sentiment was exceedingly positive over the course of the campaign, with consumers' comments centred around people's love of pears and appreciation of the content shared.

### Influencer partnership

During the last four weeks of the overarching social media campaign, Australian Pears engaged foodie and nutrition author and magazine columnist Louise Keats to drive advocacy for Australian pears. Louise created three key recipes featuring Australian Pears which were shared to both her own social channels and the Australian Pears Facebook and Instagram pages. This included a spiced pear porridge, a pear savoury slaw with lamb cutlets and a pear leathers recipe (pictured, right).

Louise also hosted an Australian Pears Instagram take-over where for one day she took over the stories feature on the Australian Pears Instagram page to share educational messages about pears and answer any pear questions from consumers. These stories can be viewed at the link [here](#).

During this take-over, Louise shared a total of 27 stories on the Australian Pears Instagram account.

In total, content generated by Louise delivered over 330,000 opportunities to see across the Australian Pears owned channels and Louise's own Facebook and Instagram channels. Further, over 13,000 post interactions (likes, comments, shares) were generated and over 15,000 consumers viewed the Instagram stories.



## EXPORT MARKETING

### Taste Australia

This year marked the first campaign for Taste Australia in Hong Kong, a mature market that has a good understanding of the value of Australian produce and a desire to trial premium imported fruits. The focus of the campaign was on driving purchase of apples and pears in market through retail sampling.

City Super and YATA were the retail partners selected for sampling due to their premium image and geographic coverage. Sampling activities were coordinated at the same time as Asia Fruit Logistica, the largest fruit industry exhibition in Asia. In total, there were 140 sampling sessions conducted across two retailers and six stores.

Both City Super and YATA reported an approximate 50 per cent growth in sales for Australian apples and pears

during the campaign, demonstrating the effectiveness of sampling in the market. Sampling activities provided consumers the opportunity to try different varieties and taste profiles, as well as providing valuable insights on consumer taste preferences that can be used in future trade activities. Pink Lady and Granny Smith apples were reported as a bit too tart for the market, while Bravo and Fuji were popular. Through the sampling it was also learned that red or purple skin is more attractive to consumers in Hong Kong. The average purchase in market was less than four and no more than six apples.

### Co-promotion in Canada

In March 2020, Australian Pears partnered with LPG Cutri Fruit Global and Lee McKeand Produce to promote Australian pears in key Canadian retailers. The objective of the campaign was to increase consumer awareness

and demand for Australian pears in Canada by increasing brand recognition, building preference of and loyalty to Australian pears over competitors, and developing relationships with Canadian consumers, trade partners and retailers.

The focus of the campaign was to promote Australian pears via print campaigns within key retailer catalogues between March and June (Australian pear seasonal timings in Canada). A number of key retailers were selected, but unfortunately the impacts of COVID-19 meant activity was only secured in the Costco Annual Catalogue with a link to the website [big-taste.com](http://big-taste.com) to further showcase Australian pears. Being featured in this catalogue meant that the fruit was promoted to around three million Western Canadian Costco members. This resulted in a 77 per cent increase in Australian pears sales in Costco and satisfied repeat customers.



## THE GOOD MOOD FOOD

In 2019/20, Hort Innovation created The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, vegetables and nuts.

With the central message that these Aussie horticulture products are natural mood boosters, the campaign was developed to support the sector through the impacts of recent challenges including bushfires, drought, floods and of course COVID-19 – the effects of which continue to be felt in consumer spending and purchasing behaviour.

Initially running between May and November 2020, The Good Mood Food has been seen across the country on TV; in newspapers; on radio and music streaming services; online (including on YouTube and TV catch-up services); on social media; and via retail partnerships and advertising screens near supermarkets.

In July, 56 per cent of surveyed consumers said The Good Mood Food had positively influenced their shopping habits, and by the end of campaign's run, 98 per cent of all Australians were expected to be reached.

Learn more at [www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food).

# Financial statement

## Financial operating statement 2019/20

	R&D (\$)	APPLE MARKETING (\$)	PEAR MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June	2019/20 July – June
<b>OPENING BALANCE</b>	<b>631,547</b>	<b>2,770,521</b>	<b>2,130,802</b>	<b>5,532,870</b>
Levies from growers (net of collection costs)	2,060,589	2,220,920	931,799	5,213,309
Australian Government money	2,239,001	–	–	2,239,001
Other income*	12,071	34,199	22,340	68,611
<b>TOTAL INCOME</b>	<b>4,311,661</b>	<b>2,255,120</b>	<b>954,140</b>	<b>7,520,921</b>
Project funding	4,543,339	1,312,197	956,314	6,811,850
Consultation with and advice from growers	23,250	16,203	8,681	48,134
Service delivery – base	207,135	64,141	45,464	316,740
Service delivery – shared	297,424	92,100	65,281	454,806
Service delivery – fund specific	240,000	160,000	90,000	490,000
<b>TOTAL EXPENDITURE</b>	<b>5,311,148</b>	<b>1,644,641</b>	<b>1,165,741</b>	<b>8,121,530</b>
Levy contribution to across-industry activity	–	–	–	–
<b>CLOSING BALANCE</b>	<b>(367,939)</b>	<b>3,380,999</b>	<b>1,919,201</b>	<b>4,932,261</b>
Levy collection costs	31,726	48,026	18,626	98,378

\* Interest, royalties

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