

Dried Tree Fruit Fund

Annual Report 2019/20

About Hort Innovation and the Dried Tree Fruit 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 dried tree fruit R&D levy, together with Australian Government contributions, into initiatives for growers, through the Hort Innovation Dried Tree Fruit Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for growers, and for the horticulture sector at large.

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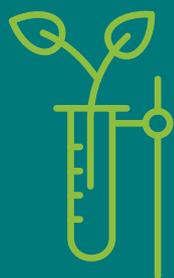
About the year

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 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 Dried Tree Fruit Fund continued, with the finalisation of a key industry program that has delivered new varieties for dried apricot growers. Read on to learn more.

2019/20 Dried Tree Fruit Fund snapshot



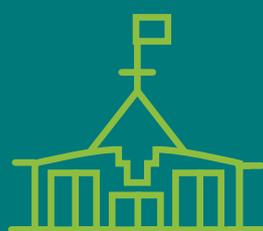
\$5800

invested
in R&D



3

New varieties of apricot released
for dried fruit growers



\$6500

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

Did you know?



\$1M

The production value
of Australian dried tree
fruit was \$1,000,000
in 2018/19



1,722 tonnes

Australia produced more
than 1,700 tonnes
of dried tree fruit
in 2018/19



60%

Victoria makes up 60 per cent of Australia's
dried tree fruit production, with small shares
across New South Wales, South Australia,
Western Australia and Queensland

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.



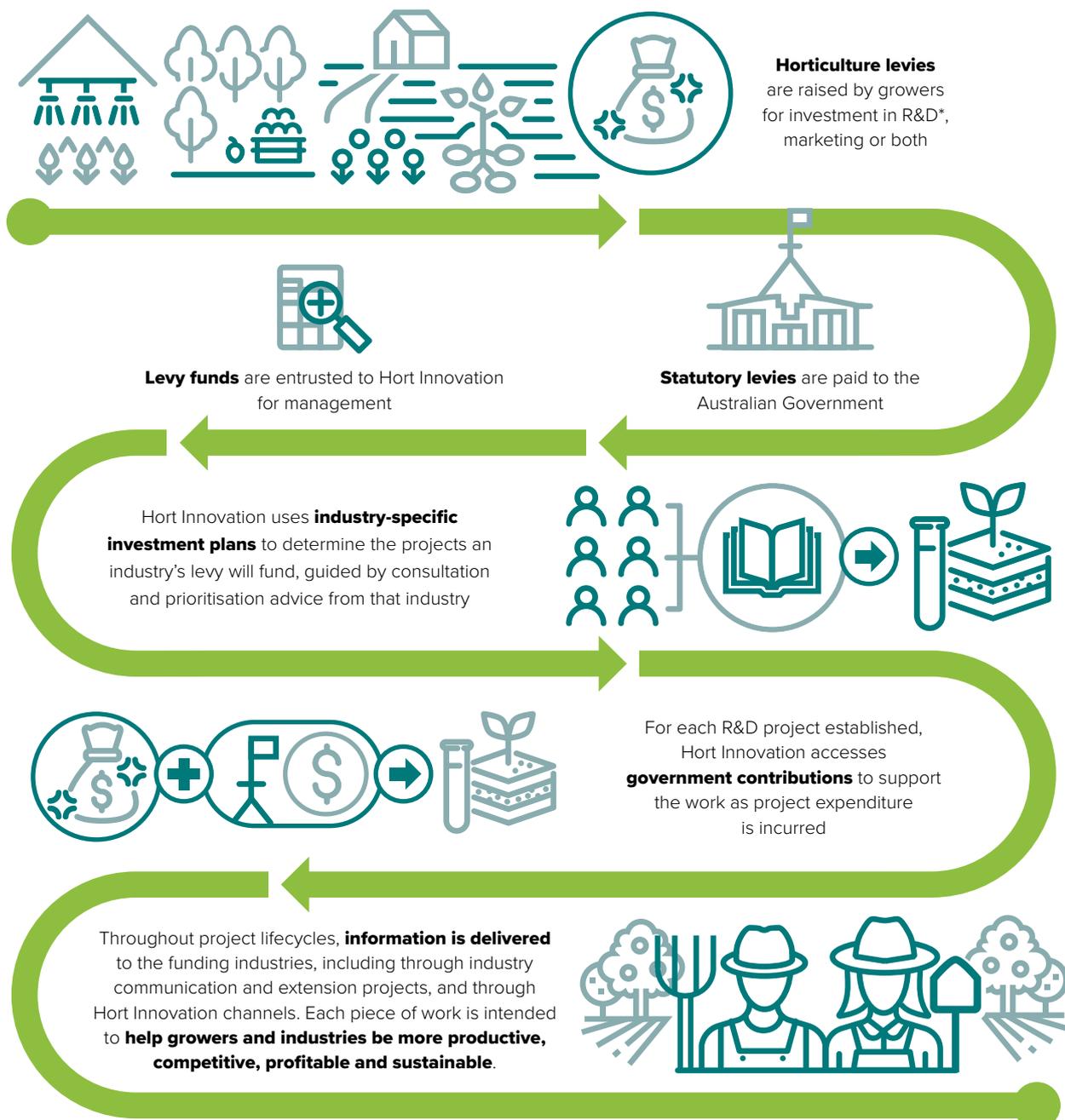
Just some of the things delivered for you during the year:

- ✓ **Three new RiverCot apricot varieties**, now available to growers via licensed production nurseries, which at the time of writing included Balhannah Nurseries (www.balhannahnurseries.com.au) and Mossmont Nurseries (www.mossmontnurseries.com.au)
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast (www.horticulture.com.au/webinars) and regular consumer attitude and behaviour information (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*
- ✓ **The Good Mood Food** across-horticulture marketing campaign to support industries through the effects of recent times (www.horticulture.com.au/the-good-mood-food)*
- ✓ **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*
- ✓ **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 Dried Tree Fruit Fund and 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 dried tree fruit R&D levy is invested this way, guided by the Dried Tree Fruit Strategic Investment Plan and consultation with industry as needed.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Dried Tree Fruit Fund, visit www.horticulture.com.au/dried-tree-fruit. 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.

R&D project list 2019/20

ONGOING INVESTMENTS IN 2019/20

MT18011 Ex-post impact assessment*

* 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

INVESTMENTS COMPLETED IN 2019/20

MT12015 Selecting and releasing to industry high quality fresh and dried Australian apricots for export and domestic markets

R&D report

During 2019/20, the key investment in the Hort Innovation Dried Tree Fruit Fund drew to a close, which you can read about below

Selecting and releasing to industry high quality fresh and dried Australian apricots for export and domestic markets (MT12015)

NOW COMPLETE

Key research provider: Dried Fruits Australia

This multi-industry project was responsible for developing and evaluating new, locally adapted apricot varieties, through a partnership with the South Australian Research and Development Institute (SARDI) National Apricot Breeding Program. Finalised in 2019/20, project MT12015 saw nine new apricot varieties made available to growers, with the wider SARDI breeding program delivering several more.

The work was conducted for both the fresh and dried apricot industries. For the dried tree fruit industry, there was a focus on consistent high-cropping varieties with easily handled and

processed fruit. Fruit with high total soluble solids (TSS) levels and low dry ratios was sought, to produce a high-quality, attractive dried product in the traditional Australian half-cut style. For the fresh apricot industry, the work focused on varieties with regular crops of robust fruit with a flavoursome eating experience for consumers.

The new apricot varieties are now available to growers through SARDI, including three for dried tree fruit growers:

- » RiverCot 1 (36443)
- » RiverCot 3 (37752)
- » RiverCot 4 (37908)

For more information on all varieties produced, visit www.bit.ly/mt12015.



Financial statement

Financial operating statement 2019/20

	R&D (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June
OPENING BALANCE	28,698	28,698
Levies from growers (net of collection costs)	6,494	6,494
Australian Government money	6,693	6,693
Other income*	407	407
TOTAL INCOME	13,594	13,594
Project funding	5,819	5,819
Consultation with and advice from growers	411	411
Service delivery – base	269	269
Service delivery – shared	386	386
Service delivery – fund specific	–	–
TOTAL EXPENDITURE	6,885	6,885
Levy contribution to across-industry activity	–	–
CLOSING BALANCE	35,407	35,407
Levy collection costs	199	199

* Interest, royalties



THE GOOD MOOD FOOD

BONUS ACTIVITY: 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.

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

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