



Mango Fund

Annual Report 2019/20

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About Hort Innovation and the Mango 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 mango R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Hort Innovation Mango Fund. We're extremely proud of the work we do to help drive productivity, profitability and demand for mango growers, and for the horticulture sector at large.

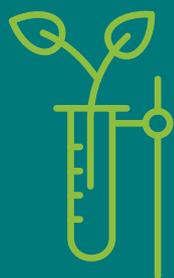
About the year

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 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 Mango Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$853,000 invested in R&D for the industry, plus \$573,000 in marketing. Read on for an overview of what was delivered.

2019/20 Mango Fund snapshot



\$853,000

invested in R&D



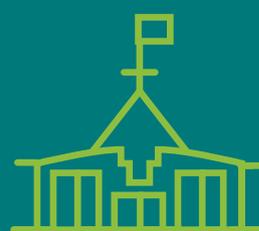
\$573,000

invested in marketing



16

active R&D
investments



\$1.3M

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

Did you know?



8%

Australia's mango production volume grew at an average annual rate of eight per cent over the five years to 2018/19



11%

Some 11 per cent of Australia's mangoes are exported, having grown from 5,275 tonnes in 2013/14 to 8,221 tonnes in 2018/19



47%

Mangoes are mostly grown in Queensland and the Northern Territory, with 47 per cent of production occurring in each

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.



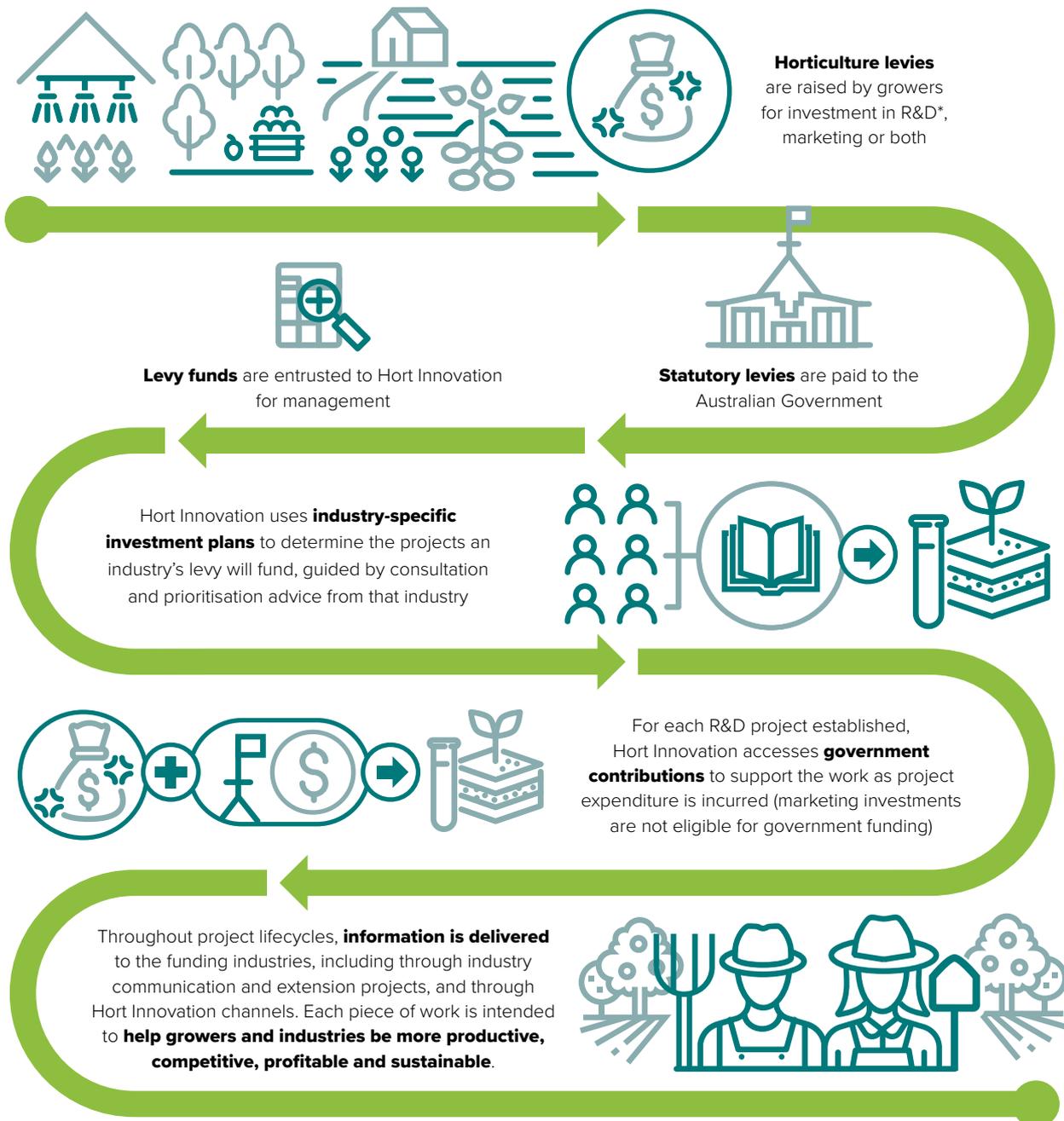
Just some of the things delivered for you during the year:

- ✓ **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 industry communications program**, delivering key publications including *Mango Matters*, *My Mango* and *The Slice*, plus the industry website, www.industry.mangoes.net.au
- ✓ **The mango Harvest to Home dashboard** providing regular household purchase data and insight reporting, at www.harvesttohome.net.au
- ✓ **The mango best management practice and capacity building initiative**, which has a range of work – from supporting growers in maturity testing and providing crop flow tables, through to export development activities (read more on [p8](#))
- ✓ **A domestic marketing campaign plus promotions in export markets** and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign* (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 Mango 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 mango R&D and marketing levies were invested this way during the year, guided by the Mango Strategic Investment Plan and advice from the industry’s investment advisory panel.



To learn more about funding specific to the Hort Innovation Mango Fund, visit www.horticulture.com.au/mango. 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 Mango 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/mango-plan.

A performance analysis is coming

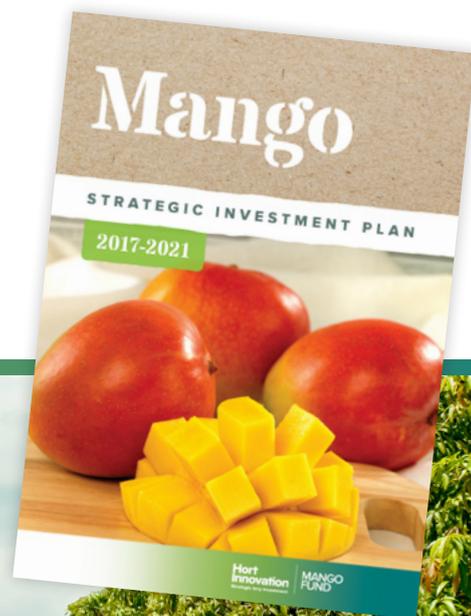
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for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

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

You can see how investment expenditure in the Hort Innovation Mango Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from www.bit.ly/mango-investment. The analysis shows the allocation of funding against each of the mango 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

MG19000	Consumer market research for Australian mangoes 2019-20*
MT19005	Horticulture trade data

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

ONGOING INVESTMENTS IN 2019/20

MG16004	Mango industry minor use program
MG17000	Building best management practice capacity for the Australian mango industry
MG17004	National mango industry communication program
MG17005	Conditional non-host systems protocol for fruit fly in mangoes
AM17010	Taste Australia trade shows [^]
MT14052	Essential market access data packages
MT17003	Review of national biosecurity plans
MT17015	Consumer behavioural and retail data for fresh produce

ONGOING INVESTMENTS IN 2019/20 (continued)

MT18011	Ex-post impact assessment [†]
MT18018	Generation of data for pesticide permit applications in horticulture crops 2019/20
ST17000	Generation of data for pesticide applications in horticulture crops 2018

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

[†] 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

MT16010	Horticultural trade data 2017-19
ST16004	Optimising nutrient management for improved productivity and fruit quality in mangoes
ST16008	AgVet collaborative forum

R&D report

Take a closer look at some of the key investments in the Hort Innovation Mango Fund during 2019/20. You can also visit www.horticulture.com.au/mango 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.

Optimising nutrient management for improved productivity and fruit quality in mangoes (ST16004)

NOW COMPLETE

Key research provider: The Northern Territory Department of Primary Industries and Resources

This investment was one component of a larger collaborative program spanning the horticulture, cotton, dairy and sugar sectors, funded through the Australian Government's Rural R&D for Profit initiative and led by the Cotton Research & Development Corporation.

The broader program, More Profit From Nitrogen, was established to help primary producers increase nitrogen use efficiency. This particular sub-project, which involved the mango R&D levy, developed information on nitrogen requirements and management in mango crops to help increase the quantity and quality of mango yields.

While the broader work is still being concluded, findings for mangoes have included:

- » Confirmation that spraying low concentrations of potassium nitrate (KNO₃) at flowering and fruit set is a useful technique for the rapid supply of nitrogen into trees. Around 25 to 40 per cent of the nitrogen component of low-percentage KNO₃ sprays can be taken up across the cuticles and into leaves.
- » A significant quantity of nitrogen cycles annually within orchards, with litter playing a key role in recycling a large portion of total crop nutrient requirements.
- » While higher applications of nitrogen have been linked to skin staying green as mangoes ripen post-harvest, this work found that ethylene treatment used to enhance fruit ripening may also contribute to reduced post-harvest quality.

More information on the broader More Profit From Nitrogen program can be found at www.crdc.com.au/more-profit-nitrogen.

Consumer market research for Australian mangoes 2019-20 (MG19000)

NEW IN 2019/20 & NOW COMPLETE

Key research provider: Sprout Research

This short investment undertook research to increase understanding of consumer behaviour and attitudes towards mangoes. The project team delivered insights around mango consumers and also identified triggers and barriers to purchase, and quality and taste expectations.

Key insights included:

- » Overall varietal awareness is increasing, with more consumers being able to identify different varieties of mangoes.
- » Supermarkets continue to be the main location of mango purchases.
- » High quality is a consistent driver of mango purchase for both planned and impulse buyers, and specials are becoming more important for prompting impulse purchasing.
- » Expense perception is the biggest barrier to increasing consumption among existing mango buyers.
- » There is opportunity to increase purchase frequency by demonstrating to consumers more usage occasions. For example, Queenslanders consume mangoes at a wider variety of mealtimes than other states, especially at breakfast and as a snack.
- » Around 90 per cent of people surveyed associate mangoes with health, however mangoes are also strongly perceived as being a treat or indulgence.

This information will be used to inform future Hort Innovation Mango Fund marketing activities, as well as provide insights to the mango industry at large.

Consumer behavioural and retail data for fresh produce (MT17015)

Key research provider: Nielsen

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

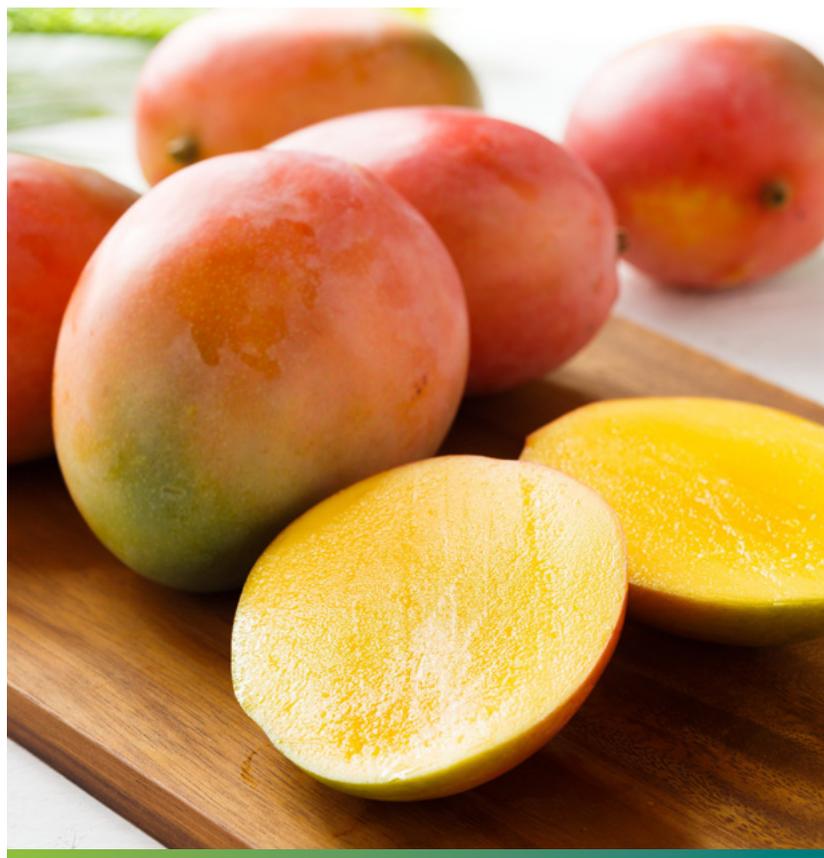
The platform has established a dedicated dashboard for mangoes to make data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain partners in decision-making for their businesses and, for the wider industry, the data and insights are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

Building best management practice capacity for the Australian mango industry (MG17000)

Key research provider: The Australian Mango Industry Association

Beginning in 2018, this investment is the ongoing capacity building project for the mango industry. Delivered by the industry development team at the Australian Mango Industry Association, specific activities include:

- » **Production of forecasts and crop flow tables during the season**, updated weekly and circulated in industry communications.
- » **Assisting growers with on-farm maturity testing.** Ahead of harvest periods, this investment allows growers access to near-infrared technology in the form of Felix 750 Produce Quality Meters, which are used to non-destructively measure dry matter. Growers are able to book an on-farm visit, learn about the maturity assessment visits, or access calibration services for their own Felix meters by contacting the Australian Mango Industry Association during the season.
- » **Export development work.** The project's role here involves collecting and reviewing applications from growers and packhouses looking to export to markets with specific on-farm phytosanitary requirements, and continued delivery of crop monitoring training to growers, monitors and industry consultants (necessary for orchards approved for exporting mangoes to key markets including China, Korea and the US).
- » **Crop protection work**, with the project team tasked with the regular provision of information on crop management options to growers, consultants and other industry



participants. This includes responding to grower queries relating to new and existing chemical control products, involvement in the applications for minor use permits, and the development and provision of relevant industry workshops and training programs.

- » **Project collaboration and input.** The project team works with other projects in various capacities, including input into the mapping mango orchards component of one of Hort Innovation's Rural R&D for Profit projects, and across-industry tree crop productivity work.

National mango industry communication program (MG17004)

Key research provider: The Australian Mango Industry Association

The industry's ongoing communication program delivers timely and relevant information to Australian mango growers and other industry participants. It delivers:

- » The quarterly *Mango Matters* publication, available from www.industry.mangoes.net.au/mango-matters
- » Weekly e-newsletter *My Mango* during the season, which you can sign up for and access at www.industry.mangoes.net.au/my-mango
- » Monthly e-newsletter *The Slice* in the mango off-season, see www.industry.mangoes.net.au/the-slice
- » The industry website, www.industry.mangoes.net.au.

Conditional non-host systems protocol for fruit fly in mangoes (MG17005)

Key research provider: The Queensland Department of Agriculture and Fisheries

This project is investigating the host status of hard, mature R2E2 and Calypso mangoes for pest fruit fly species, and looking at the precise firmness that prevents fruit flies from laying eggs in the fruit. At the same time, the project team is evaluating different methods for assessing and grading fruit firmness. Together, this information may be used to help the Australian Government in negotiating market access protocols in the future, and so help expand Australian mango industry exports.

Review of national biosecurity plans (MT17003)

Key research provider: Plant Health Australia

Beginning in 2017, this five-year project is for and funded by both the mango and avocado industries. It is responsible for reviewing and updating the industries' biosecurity plans. These plans are top-level documents that identify high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, and surveillance and diagnostic activities. They provide a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.

The current biosecurity plan for the mango industry is available from Plant Health Australia at www.planthealthaustralia.com.au/industries/mangoes.

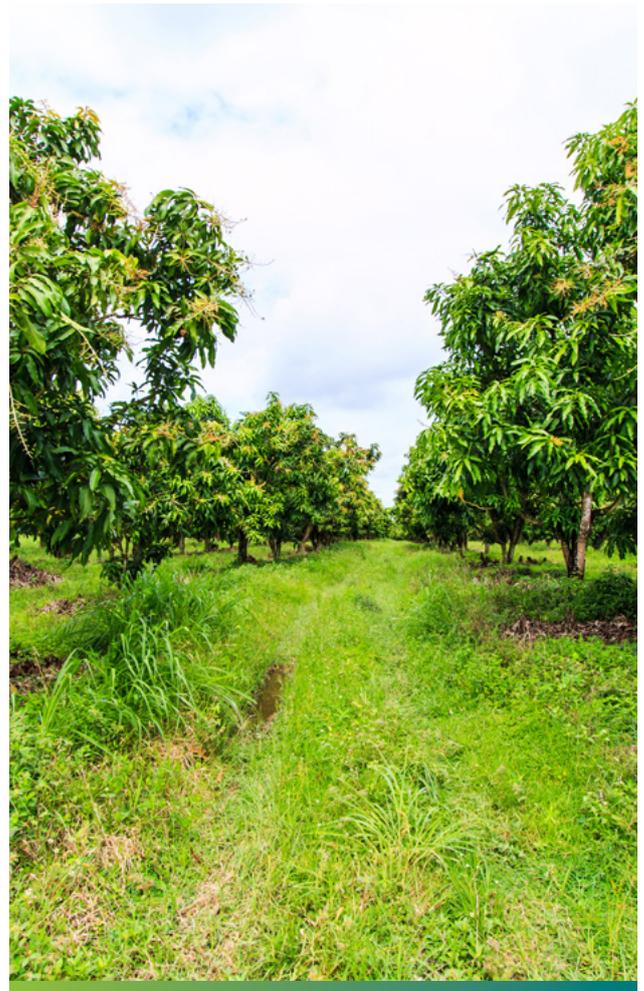
Mango industry minor use program (MG16004)

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 mango 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 [p10](#).

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



Data generation investments (MT18018 and ST17000)

Key research providers: Eurofins and Peracto

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

The projects *Generation of data for pesticide permit applications in horticulture crops 2019/20 (MT18018)* and *Generation of data for pesticide applications in horticulture crops 2018 (ST17000)* are responsible for generating the data needed to support a range of registration and minor use applications across a variety of horticulture crops, including mangoes. Work for the mango industry under ST17000 is supported by grant funding secured by Hort Innovation under the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

Minor use permits

The Hort Innovation Mango 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.

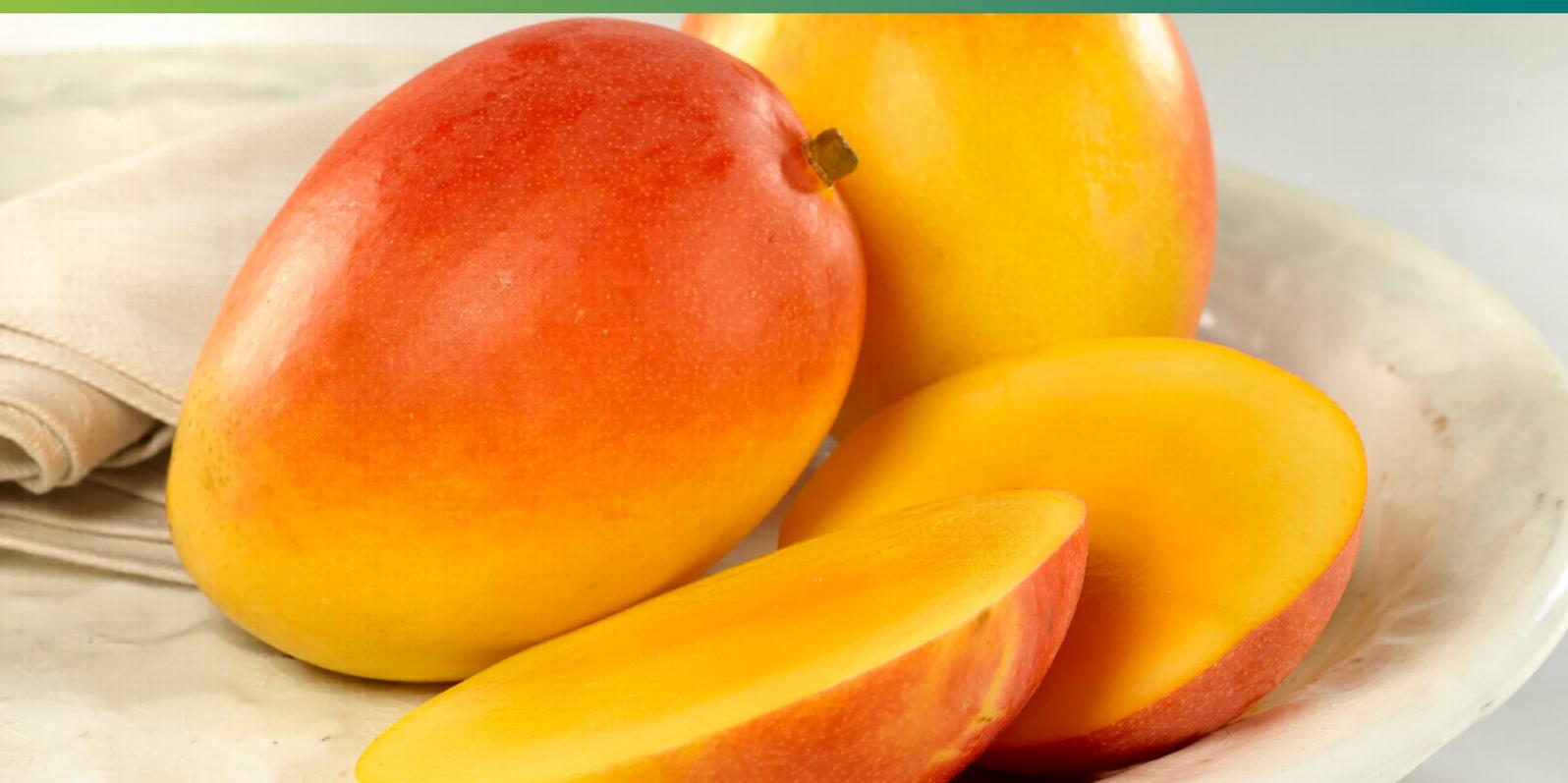
For full details on these activities and links to relevant information, visit www.bit.ly/minor-use-mango.

Permits in 2019/20

During the 2019/20 financial year, successful renewals for PER13484, PER14743 and PER83998 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Mango industry minor use program (MG16004)**. A further permit renewal, for PER14830, was applied for during the year and granted just inside the 2020/21 period.

Meanwhile, 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 mango industry, PER89241, 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 mango industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER80374 Version 2	Beta-cyfluthrin (Bulldock) / Custard apple, lychee, mango, persimmon / Various insect pests	01-Oct-15	31-Aug-22	Australian Lychee Growers' Association
PER13484 Version 3	Carbaryl / Mango / Mango leafhoppers	01-Jul-12	30-Apr-25	Hort Innovation
PER14743 Version 3	Trichlorfon / Custard apple, lychee, mango and persimmon / Flatid planthopper, flower eating caterpillar, looper and yellow peach moth; Suppression only: fruit-spotting bug, banana spotting bug, green vegetable bug and lychee stink bug	01-Jun-14	30-Jun-25	Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER84963 Version 2	Ethephon / Mango / To manage seasonal vegetative flushes in mango trees	08-Feb-18	28-Feb-22	Australian Mango Industry Association (AMIA) C/Hort Innovation
PER14830 Version 3	Chlorothalonil (Bravo Weather Stik Fungicide) / Mango trees / Anthracnose	04-Feb-15	30-Nov-25	Hort Innovation
PER87232	Etoxazole / Mango trees / Tea red spider mite	16-Jan-19	31-Jan-22	Hort Innovation
PER87799	Clothianidin 200g/L (Sumitomo Shield Systemic Insecticide) / Mango / Mango seed weevil soil drench	06-Jun-19	30-Jun-24	Hort Innovation
PER83944	Clothianidin 500g/L (Sumitomo Samurai Systemic Insecticide) / Mango / Mediterranean fruit fly, Queensland fruit fly, any other fruit fly species	27-Nov-17	30-Nov-20	AMIA C/O AgAware
PER87164 Version 2	Dimethoate / Specified citrus and tropical and sub-tropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	01-Mar-19	31-Mar-24	Hort Innovation
PER83998 Version 2	Maldison / Mango / Fruit fly	15-Aug-17	31-Aug-22	Hort Innovation

Continued >>



PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER88197	Methomyl (Dupont Lannate-L) / Mango / Redbanded thrips, chilli thrips, banana flower thrips and tomato thrips	20-Nov-17	30-Nov-22	AMIA C/O AgAware
PER85397	Sulfoxaflor (Transform) / Lychee, mango, papaya, and passionfruit (field grown) / Fruit-spotting bug and banana-spotting bug	17-Apr-18	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Various including mango / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Mango / Fall armyworm	10-Apr-20	30-Apr-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including tropical and sub-tropical fruit crops (inedible peel) / 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. 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.

Marketing report

Hort Innovation is responsible for investing the mango marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Mango Fund. Read on for a snapshot of activities and results from the 2019/20 marketing program.

CONSUMER MARKETING

Public relations (PR)

The Aussie Mangoes PR campaign received a total of 257 hits with media this season – a very successful year with a huge buzz from the press. In December 2019 alone the combined reach of coverage was 119 million.

Mangoes featured on TV screens across Australia, including in the lead up to Mess-tival, with *Studio 10* showcasing the mango Budgy Smugglers, a celebrity chef cooking up his Christmas mango recipes on *The Today Show* and friend of Aussie Mangoes @schoollunchbox demonstrating his mango creations on *Sunrise*.

In print, Aussie mangoes had page-long features across *Better Homes and Gardens*, *Delicious*, *Super Food Ideas*, *Taste Magazine* and *Woman's Day*, all urging readers to get creative with Aussie mangoes over Christmas time, and throughout the summer.

The web felt the buzz of mango season too, with recipe and season coverage from *lifestyle.com.au*, *Best Recipes*, *9Kitchen*, *body + soul*, and *delicious.com.au* to name a few.

Influencers

From season start to finish, Australian Mangoes sent selected influencers fresh trays of mangoes to inspire content creation. Collectively, these influencers posted about Aussie Mangoes over 374 times. Thriving on Plants was the most prominent influencer, who shared her passionate love for the king of fruit with her 367,263 followers. After comedian Nazeem Hussain chose mangoes as his specialist subject on the TV program

Celebrity Mastermind, his fanatic dedication was rewarded by Aussie Mangoes with a tray of late season varieties. Tess Begg also shared her love for mangoes to her 267,000 followers, while Healthy Eating Jo created Mango and Toasted Coconut Cheesecake for her 188,000 fans.

This activity generated 39 per cent more influencer posts this season than last.

Digital

The 2019/20 season digital approach was all about giving consumers reasons and reminders to buy mangoes through social media promotion on Facebook (www.facebook.com/aussiemangoes) and Instagram (@aussiemangoes).

Aussie Mangoes focused on making sure the king of fruit was on as many screens as possible and introduced Instagram stories as a new format for the page. Through educational, inspirational and informative content focused on Australian mangoes, almost three million of the target audience were reached through Facebook posts, and Instagram delivered 14.2 million opportunities to see mango content.

Events

A new royal was crowned at the Brisbane Produce Market Annual Charity Mango Auction. Alexandra Catalano took home the season's first tray of mangoes and the coveted title of 2019 Mango Monarch thanks to a generous \$25,000 winning bid. The event generated 22 pieces of TV and radio coverage for Aussie Mangoes. *The Today Show* crossed live from the event on the day and also covered the news the following Friday morning. The auction was also covered by the *National Nine Morning News*,

7 News Brisbane, Cairns, Townsville and Mackay and ABC Radio Brisbane, Darwin and Southern Queensland.

Also in events, the 8th annual Mess-tival took place on the first day of summer and crowds were drawn to celebrate the making of 'Mango Beach' at Bondi in New South Wales. The event was heavily pre-promoted by the likes of *Time Out*, *Mouths of Mums*, *Broadsheet* and *Wentworth Courier*. *Studio 10* went live on air ahead of the big day, also giving away exclusive mango Budy Smugglers. Mess-tival generated 30 pieces of news reaching 5.8 million consumers.

Budy Smuggler collaboration

Beaches in Australia got extra fruity in the 2019/20 season with limited edition mango Budy Smugglers, produced through a collaboration with the popular swimwear brand. As well as the *Studio 10* giveaway noted above, Aussie Mangoes ran an exclusive competition with *Mouths of Mums*, offering readers a chance to win their very own pair. On

social, fans had their own chance to win the summer's hottest swimwear – the competition was one of the most engaged with posts for the season.

Engagement

Consumer research shows that most consumers decide to buy mangoes when they are already in the supermarket and 63 per cent are influenced by catalogues in their purchasing decisions. For this reason, having engaged and supportive retail partners as well as a united industry form a core engagement pillar of the Aussie Mangoes strategy.

Engagement activities in 2019/20 included retailer pre-season events, grower pre-season events, grower market tours, point of purchase displays, retailer head office launches, retailer tool kits, mango sales challenges and other activities as opportunities arose.

Notable successes from the season included all retailers officially launching the season delivering major marketing campaigns at the back end of October. This included significant spend across

television, radio, online, magazine, print advertisements, as well as in store point of sale material, radio and bespoke activities.

Other wins included the addition of Australian Mangoes point-of-sale materials into Aldi in the form of educational varietal cards.

Prominent mango displays took hold in October 2019 supported by excellent print media, the momentum built during November and December, and continued throughout January, with late season varieties supported through to the end of March 2020.

For the fifth consecutive season, mangoes ranked as the number one fruit by number of appearances in print advertisements from supermarkets. Mangoes were also number one for 'share of voice', achieving an 11 per cent share of advertisements, equating to a 20 per cent share of voice (share of voice considers the advertising activities for one brand within the total advertising activity for an entire sector or product type).





EXPORT MARKETING

Aussie Mangoes marketing activity happens in key export markets during the season. In 2019/20, highlights included:

- » **In Hong Kong**, a sales challenge was conducted in 33 Wellcome stores and 25 Upscale stores (Market Place by Jason, ThreeSixty and Olivers) together with point-of-sale materials and in-store sampling across 36 stores for four consecutive weekends.
- » **In Singapore**, in-store sampling was conducted in 15 Cold Storage stores and nine Giant stores, along with extensive point-of-sale materials to further encourage shoppers to buy Australian mangoes.
- » **In New Zealand**, the Australian Mangoes Engagement Manager conducted an in-market visit for the Countdown chain's conference for managers.
- » **In South Korea**, 154 in-store sampling sessions were conducted across 23 Homeplus stores and six Lottemart stores. Point-of-sale materials were translated and supplied to the retailers, as well as a digital advertising campaign promoting the Aussie Mangoes brand.
- » **In the USA**, the campaign involved extensive point-of-sale materials and digital promotions that were co-funded with promotion partners such as Guimarra. Nearly 180 in-store demonstrations were conducted with Pavillions as well as a sales challenge with Gelson's stores.



THE GOOD MOOD FOOD

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.

Financial statement

Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
OPENING BALANCE	48,517	387,197	435,714
Levies from growers (net of collection costs)	556,218	741,207	1,297,425
Australian Government money	528,364	–	528,364
Other income*	1,314	8,503	9,816
TOTAL INCOME	1,085,896	749,710	1,835,606
Project funding	852,566	572,928	1,425,494
Consultation with and advice from growers	9,860	3,834	13,694
Service delivery – base	40,828	28,302	69,131
Service delivery – shared	68,474	40,639	109,113
Service delivery – fund specific	85,000	80,000	165,000
TOTAL EXPENDITURE	1,056,728	725,704	1,782,432
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	77,685	411,203	488,888
Levy collection costs	22,227	30,046	52,273

* Interest, royalties

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