



# Pineapple Fund

Annual Report 2019/20

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

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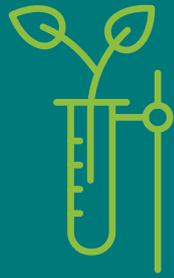
## About the year

**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](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.

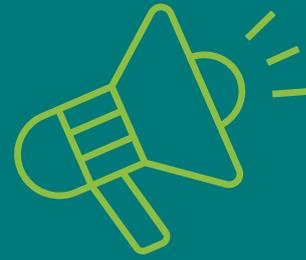
**Through it all, though, activity in the Hort Innovation Pineapple Fund remained strong.** While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$344,000 invested in R&D for the industry, plus \$45,000 in marketing. Read on for an overview of what was delivered.

## 2019/20 Pineapple Fund snapshot



**\$344,000**

invested in R&D



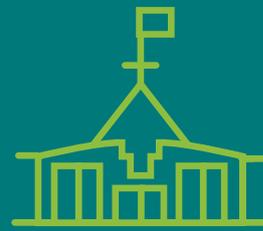
**\$45,000**

invested in marketing



**9**

active R&D  
investments



**\$239,000**

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

## Did you know?



**36%**

In 2018/19, 36 per cent  
of pineapples produced  
in Australia were used  
for processing



**\$50M**

The value of  
pineapple production  
in Australia was \$50 million  
in 2018/19



**99%**

The majority of Australia's  
pineapple production –  
99 per cent – happens  
in 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](http://www.horticulture.com.au/horticulture-statistics-handbook).



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

- ✓ **Ongoing work to deliver new varieties with improved traits for growers and consumers**, via the industry's breeding and evaluation program (p7)
- ✓ **The pineapple Harvest to Home dashboard** providing regular household purchase data and insight reporting, at [www.harvesttohome.net.au](http://www.harvesttohome.net.au)
- ✓ **An integrated crop protection program** to support growers in adopting best management practices on-farm (p7)
- ✓ **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)\*
- ✓ **A domestic marketing campaign** 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))
- ✓ **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 Pineapple 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 pineapple R&D and marketing levies were invested this way during the year, guided by the Pineapple Strategic Investment Plan and advice from the industry’s investment advisory panel.



To learn more about funding specific to the Hort Innovation Pineapple Fund, visit [www.horticulture.com.au/pineapple](http://www.horticulture.com.au/pineapple). 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 Pineapple 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/pineapple-plan](http://www.bit.ly/pineapple-plan).

### A performance analysis is coming

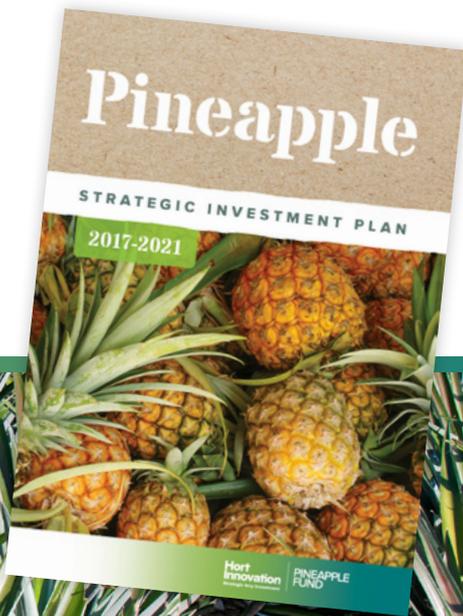
The industry’s investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan’s ambitions. This will also help guide ongoing priorities for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

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

You can see how investment expenditure in the Hort Innovation Pineapple Fund aligns to the industry’s current strategic investment plan with the interactive analysis information available from [www.bit.ly/pineapple-investment](http://www.bit.ly/pineapple-investment). The analysis shows the allocation of funding against each of the pineapple 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

### ONGOING INVESTMENTS IN 2019/20

PI16000	Pineapple industry minor use program
PI17000	National pineapple breeding and evaluation program
PI17001	Pineapple integrated crop protection program
MT17015	Consumer behavioural and retail data for fresh produce
MT18011	Ex-post impact assessment*
ST15029	Crop protection replacement for diuron in pineapple industry
ST17000	Generation of data for pesticide applications in horticulture crops 2018

\* 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)

### INVESTMENTS COMPLETED IN 2019/20

MT17012	Generation of residue data for permit applications 2017
ST16008	AgVet collaborative forum
ST18001	Generation of data for pesticide applications in horticulture crops <sup>^</sup>

<sup>^</sup>Activities for the pineapple industry under this investment are funded wholly through the government's AgVet grant program



## R&D report

Take a closer look at some of the key investments in the Hort Innovation Pineapple Fund during 2019/20. You can also visit [www.horticulture.com.au/pineapple](http://www.horticulture.com.au/pineapple) 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.

### ***National pineapple breeding and evaluation program (PI17000)***

**Key research provider:** The Queensland Department of Agriculture and Fisheries

Beginning in 2018 and ongoing through 2019/20, this investment is working towards the release of new pineapple varieties suited to Australia's key pineapple growing regions. There is a focus on developing and evaluating high-yielding varieties with improved disease resistance and flowering control, as well improved fruit consistency and quality, to meet the needs of both growers and consumers.

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

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

### ***Pineapple integrated crop protection program (PI17001)***

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

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

Activities include integrated crop protection workshops; updating of the industry's best practice manual; production of materials including videos and fact sheets; the use of on-farm demonstration sites; and research into pineapple plant nutrition and pest and disease management. The project also delivers the quarterly industry *Pineapple Press* e-newsletter, the industry website and annual industry field days.

For access to project resources and updates, log in or sign up on the Australian Pineapples website at [www.australianpineapples.com.au/members](http://www.australianpineapples.com.au/members).



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

**Key research provider:** Nielsen

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

The platform has a dedicated dashboard for pineapples, 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.

## Pineapple industry minor use program (PI16000)

**Key research provider:** Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the pineapple industry as required. These submissions are prepared and submitted to the APVMA.

For more on minor use permits, including a list of permits, see [p9](#).

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).

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

**NOW COMPLETE (ST15029 AND MT17012)**

**Key research provider:** Peracto and 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.

These projects have been generating the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including pineapples. They include **Generation of data for pesticide applications in horticulture crops 2018 (ST17000)** and **Generation of data for pesticide applications in horticulture crops (ST18001)**, both of which are supported by grant funding through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

Meanwhile, the project **Generation of residue data for permit applications 2017 (MT17012)** drew to a close in 2019/20, with its work being used to support the renewal of a permit for the use of Scholar fungicide for the control of postharvest moulds in pineapples.

Specific to the pineapple industry and ongoing in 2019/20, there was also **Crop protection replacement for diuron in pineapple industry (ST15029)**, which ended in early 2020/21. This project used grant funding, levy contributions and co-investment from Bayer Crop Science to conduct efficacy and residue trials in the investigation of weed control products to replace diuron.



## Minor use permits

The Hort Innovation Pineapple Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit [www.bit.ly/minor-use-pineapple](http://www.bit.ly/minor-use-pineapple).

### Permits in 2019/20

During the 2019/20 financial year, a successful renewal for PER81805 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the ***Pineapple industry minor use program (PI16000)***.

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 pineapple industry, PER89241 was 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 pineapple industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER87066	Dimethoate / Pineapple / Pineapple red mite and flat mite (all states)	01-Mar-19	31-Mar-24	Hort Innovation
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER14953	Ethephon / Pineapple (fresh market) / Fruit ripening	18-Dec-14	25-Dec-24	Growcom
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER81856 Version 4	Diuron / Pineapple / Weeds as per Diuron label	16-Jun-16	30-Nov-22	Growcom
PER81805 Version 2	Abamectin / Pineapple / Pineapple flat mite	02-Aug-16	31-Jul-25	Hort Innovation
PER81901 Version 2	Sulfoxaflor (Transform) / Pineapple / Pineapple mealybug	24-Aug-16	28-Feb-23	Hort Innovation
PER81900 Version 2	Spirotetramat (Movento) / Pineapple / Pineapple mealybug suppression	17-Dec-16	30-Sep-22	Hort Innovation
PER83873	Phosphorous acid / Pineapple planting material (pre-plant dip) / Phytophthora heart and root rot	22-Feb-18	28-Feb-21	Growcom
PER89241	Spinetoram / Various including tropical fruit – inedible peel / Fall armyworm	06-Mar-20	31-Mar-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 pineapple marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Pineapple Fund. Read on for a snapshot of activities and results from the 2019/20 marketing program.

## Public relations

### MEDIA

The objective of media outreach was to position Australian Pineapples as a delicious and healthy fruit for a 'taste of summer' all year round. This was achieved through a mix of press releases, seasonal updates inclusive of facts and health information, and influencer engagement with recipes and photography content creation.

These activities were designed to educate, inspire, and remind consumers at the appropriate time about pineapple availability and consumption. They equipped consumers with the information needed to go and purchase pineapples.

The seasonal update was brought together with commentary from pineapple grower Ben Clifton about the upcoming

winter season, with Hort Innovation R&D Manager and dietitian Jemma O'Hanlon providing key health information on pineapples. This update was supplemented with a 'tips and tricks' fact sheet about pineapples and new recipe content from dietitians and influencers The Biting Truth. To further drive this messaging, recipe content from previous brand ambassadors Ben Millbourne (2018) and the Wholesome Cook (2017) was repurposed.

Australian Pineapples had key messages featured in 100 per cent of articles produced as a result of media outreach. The total coverage resulted in 7.8 million opportunities for people to see pineapple-inspired content, and included articles in publications such as *New Idea*, *Canberra Weekly* and *Female.com.au*.



**New Idea**

**Did you know...**

Pineapples aren't just a summer fruit – they also have a winter flush over the cooler months.

Not only sweet and delicious, pineapples are also good for your health and will put a summery flavour on your menu.

The colour of a pineapple's skin varies between summer and winter, but they are always ready to cut and eat when they hit the stores.

AUSTRALIAN **healthyfood** GUIDE  
PRACTICAL IDEAS FROM THE EXPERTS



**WINTER WONDERS**

Pineapples are a year-round immunity booster; they're an excellent source of vitamin C and ready to eat as soon as they hit the stores.

Australian Pineapples, 2019

Australia's **best recipes**



**Pineapple and Mint Mojitos**

Easy 8 150 Prep 10 Mins 1

By Australian Pineapples

Upload your recipe photo

**Lifestyle**

Pulled chicken tacos with pineapple salsa



**NEXT RECIPE**  
Pumpkin and feta chicken salad

0:15 PREP + 3:0 COOK 20 Ingredients Serves 4-6

**Canberra Weekly**



**Feeling fruity**

The winter months are no excuse for you to neglect your fruit intake. This week, CW food writer Libby Kimber brings you some fruity winter dishes for all occasions.

**sporteluxe**

You're Going To Want To Make This Healthy Pineapple & Banana Loaf



**FEMALE**  
.com.au

**Pineapple Smoothie Bowl**



## PARTNERSHIP WITH THE BITING TRUTH

Australian Pineapples continued their partnership with dietitian influencers The Biting Truth to create pineapple-inspired recipes and video content. Through the partnership, Australian Pineapples was able to access The Biting Truth's 27,600 followers, extending overall consumer reach.

The Biting Truth were chosen due to their authority as health professionals and the credibility they could add to the messaging and positioning of Australian Pineapples as a delicious and healthy fruit for a 'taste of summer' all year-round. This messaging enabled conversation with media to generate coverage during winter as well as engaging pineapple advocates on social channels all year round.

## Social media

The Australian Pineapples Facebook ([www.facebook.com/aussiepineapples](http://www.facebook.com/aussiepineapples)) and Instagram (@aussiepineapples) social channels have been used to promote educational and inspirational content to showcase year-round consumption occasions, especially in winter, and to promote confidence in purchase.

The focus on three key content pillars continued in 2019/20 to address key barriers to purchase, based on consumer insights: 'Pineapple know-how' (such as how to select and prepare); 'Pineapple inspiration', through recipes for different types of occasions; and 'Pineapple love' which focuses on grower and farm content.

Using curated pineapple content from local growers, food bloggers and pineapple fans, the Australian Pineapples social channels were used to inspire purchase and consumption of pineapples year-round. The pages celebrated pineapples by featuring the delicious fruit, sharing pineapple tips, providing insight into pineapple growers and promoting the key message of year-round consumption, including winter.

Over the course of the campaign, the Australian Pineapples Facebook and Instagram pages provided over 1.6 million opportunities for people to see pineapple-focused content, exceeding last years' campaign results by eight per cent. Both channels achieved strong engagement levels of eight and 15 per cent, respectively.

## Impact of COVID-19

Due to the unfolding COVID-19 situation, the industry's social media content calendar was reviewed to ensure that communications were appropriate in the current climate while continuing to inspire Australians to eat pineapples. With increasing interest in home cooking and health during this period, the review included the following decisions:

- » Refining the tone of voice to ensure contextual appropriateness (for example, no referencing 'entertaining with friends')
- » Ensuring messaging was helpful and useful during social distancing / isolation periods, such as showcasing recipes great for freezing, or sharing tips on extending the life of fresh produce through proper storage techniques

- » Dialing up health messaging to make consumers aware of the nutritional benefits eating pineapples can provide
- » Continuing educational messaging on selection, usage and storage ideas.

Australian Pineapples had planned to run an in-store sampling campaign in 17 Harris Farm stores throughout New South Wales during April 2020. However, due to the COVID-19 situation, this activity had to be cancelled.



## 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 (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
<b>OPENING BALANCE</b>	<b>241,766</b>	<b>29,498</b>	<b>271,264</b>
Levies from growers (net of collection costs)	162,297	76,685	238,983
Australian Government money	210,800	–	210,800
Other income*	4,207	282	4,490
<b>TOTAL INCOME</b>	<b>377,304</b>	<b>76,968</b>	<b>454,272</b>
Project funding	344,457	44,986	389,444
Consultation with and advice from growers	252	168	420
Service delivery – base	15,717	2,506	18,223
Service delivery – shared	41,173	3,599	44,772
Service delivery – fund specific	20,000	13,000	33,000
<b>TOTAL EXPENDITURE</b>	<b>421,600</b>	<b>64,259</b>	<b>485,859</b>
Levy contribution to across-industry activity	–	–	–
<b>CLOSING BALANCE</b>	<b>197,471</b>	<b>42,207</b>	<b>239,677</b>
Levy collection costs	4,187	2,190	6,377

\* Interest, royalties

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

# Hort Innovation

Horticulture Innovation Australia Limited  
ACN 602 100 149

Level 7, 141 Walker Street  
North Sydney NSW 2060 Australia

02 8295 2300 | [communications@horticulture.com.au](mailto:communications@horticulture.com.au)

**[www.horticulture.com.au](http://www.horticulture.com.au)**