

What happened across the **berry** funds last year?

Annual Report 2020/21



About Hort Innovation and the berry funds

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 voluntary blueberry levy and the statutory rubus and strawberry levies, together with Australian Government contributions, into key initiatives for berry growers. We're extremely proud of the work we do to help drive productivity, profitability and demand for berry growers, and for the horticulture sector at large.

Throughout another challenging year for the horticulture sector, activity across the Blueberry, Raspberry and Blackberry, and Strawberry Funds remained strong. Read on for an overview of what was delivered.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2020/21 at www.horticulture.com.au/annual-report-portal to better understand how Hort Innovation worked for the benefit of the horticulture sector during the year.

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\$388,323

invested in R&D



7

active R&D investments



\$137,500

in levies collected

through the blueberry collective industry fund
and passed on to Hort Innovation for investment



23%

The blueberry industry is one of the fastest-growing horticulture industries, with production volumes increasing at an average annual rate of 23 per cent over the five years to 2019/20



\$390M

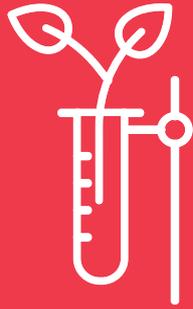
The production value of Australian blueberries grew from \$155 million in 2014/15 to \$390 million in 2019/20



87%

Some 87 per cent of Australia's blueberries are grown in New South Wales, particularly around Coffs Harbour

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 2019/20 edition was released in early 2021 and features an interactive dashboard format for desktop users. See www.horticulture.com.au/horticulture-statistics-handbook.



\$523,364

invested in R&D



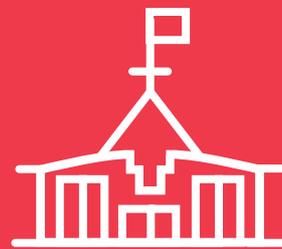
\$359,829

invested in marketing



23

active R&D investments



\$1.24M

in levies collected

by the Government and passed on to Hort Innovation for investment



26%

Raspberries are the fastest growing horticulture industry by volume, with production volume growing at an average annual rate of almost 26 per cent over the five years to 2019/20



75%

Of rubus crops grown in Australia, 75 per cent are raspberries and 25 per cent are blackberries



4

Raspberries and blackberries are primarily grown across four key states: New South Wales, Tasmania, Victoria 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 2019/20 edition was released in early 2021 and features an interactive dashboard format for desktop users. See www.horticulture.com.au/horticulture-statistics-handbook.



\$1.91M

invested in R&D



27

active R&D investments



\$748,865

in levies collected

by the Government and passed on to Hort Innovation for investment



83,000t

Strawberry production had an average of 83,000 tonnes per year in the five years to 2019/20, with a peak of 93,545 tonnes in 2017/18



20%

Exports of Australian strawberries have increased by almost 20 per cent over the past five years



42%

Strawberry production mainly occurs in Queensland (42 per cent) and Victoria (36 per cent)

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 2019/20 edition was released in early 2021 and 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



A new multi-industry trade development investment for the berry industries



A multi-industry communication and extension program, delivering the *Australian Berry Journal*, *The Burst* e-newsletter, the www.berries.net.au website, webinars and more



Continued breeding and evaluation work for improved strawberry varieties, with varieties released to date having strong uptake with growers



A host of biosecurity initiatives to protect the berry industries from potential threats – see www.horticulture.com.au/growers



Preparation support for pest incursions such as fall armyworm and serpentine leafminer, including emergency minor use permits and longer-term investments to bolster the horticulture sector's response



The Harvest to Home dashboards for raspberries, blackberries and strawberries providing regular household purchase data and insight reporting, at www.harvesttohome.net.au



A domestic marketing campaign for raspberries and blackberries and The Good Mood Food cross-horticulture campaign to support industries through the effects of another challenging year – see 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 2020/21 for more*

You can visit www.horticulture.com.au/growers 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.

*These initiatives were delivered outside of the Hort Innovation Blueberry, Raspberry and Blackberry, and Strawberry Funds and, in most instances, did not involve the industry levy

Here's what the Blueberry Fund invested in over the year

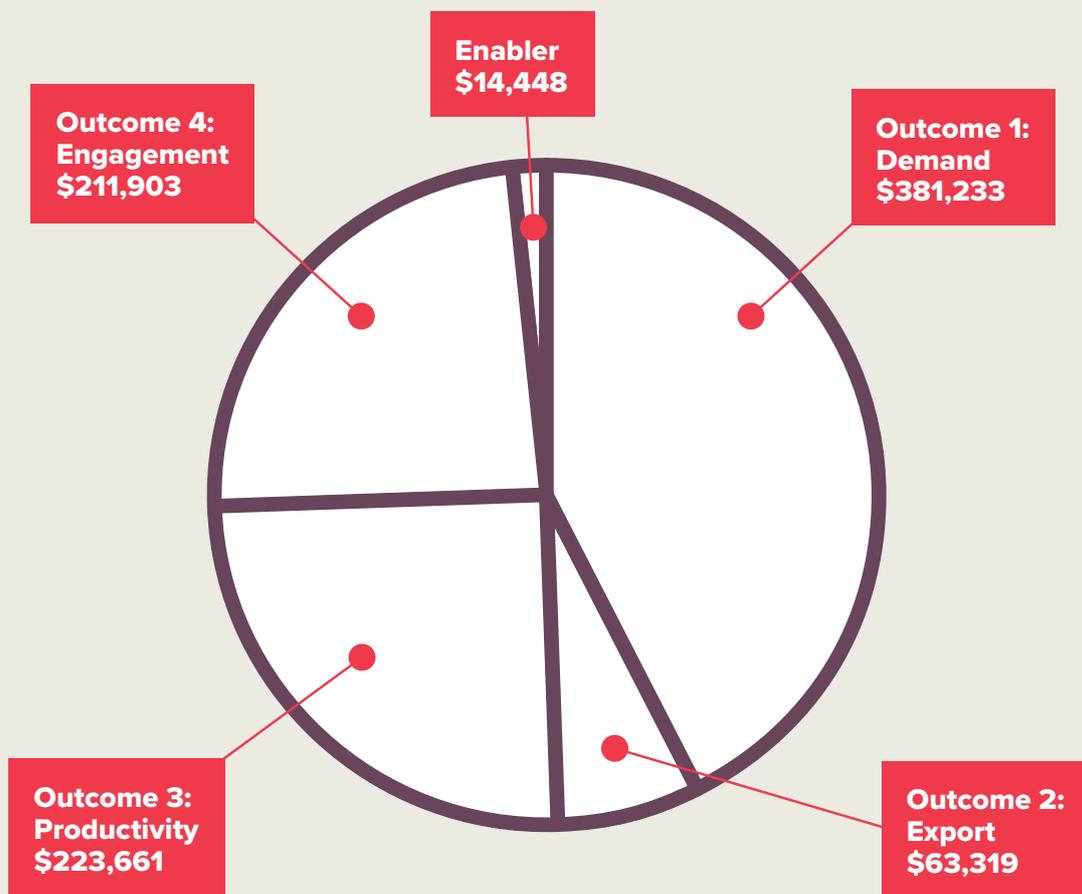
Investments that are specific to the Hort Innovation Blueberry Fund are guided by the investment plan developed by the industry, and advice from Hort Innovation's blueberry strategic investment advisory panel.

See below which project's in the Hort Innovation Blueberry Fund were active this financial year.

| Project title and code | 2020/21 investment | Status | More information |
|--|--------------------|-----------|--|
| Blueberry export strategy (BB19000) | \$45,000 | Ongoing | hortinn.com/bb19000 |
| Additional cold treatment schedule for Queensland Fruit Fly (BB19001) | \$176,350 | Ongoing | |
| Facilitating the development of the Australian berry industries (MT18020) | \$100,952 | Ongoing | hortinn.com/mt18020 |
| Strategic Agrichemical Review Process (SARP) – Updates (MT19008) | \$2,000 | Completed | hortinn.com/mt19008 |
| Joint berry export trade development (MT20004) | \$64,740 | Ongoing | hortinn.com/mt20004 |



Here's what the Raspberry and Blackberry Fund invested in over the year



Investments that are specific to the Hort Innovation Raspberry and Blackberry Fund are guided by the raspberry and blackberry Strategic Investment Plan (SIP). The SIP features priority outcome areas that have been identified and agreed upon by the industry, and Hort Innovation works to invest in R&D and marketing initiatives that are aligned to these.

In the above chart, you can see how project expenditure in the Raspberry and Blackberry Fund during 2020/21 was aligned to the SIP. Each project has been allocated to a SIP outcome based on its primary objective.

Expenditure on projects classified as 'enabler' support the broader delivery of the industry's strategic investment plan, such as impact assessments.

Which projects were in each of the SIP outcome areas?

Outcome 1: Demand

By 2021, domestic per capita consumption of fresh Australian raspberries will increase by at least 40 per cent, supported by positive consumer perceptions of product value

Marketing activities during 2020/21 contributed to demand-related outcomes in the SIP. You can read more about the raspberry and blackberry marketing campaign on p21.

| Project title and code | 2020/21 investment | Status | More information |
|--|--------------------|---------|---|
| Consumer behavioural and retail data for fresh produce (MT17015) | \$21,405 | Ongoing | hortinn.com/mt17015-rubus |

Outcome 2: Export

By 2021, exports of Australian raspberries exceed five per cent of national production by volume, in selected markets with a capacity and willingness to pay a premium for quality fruit

| Project title and code | 2020/21 investment | Status | More information |
|---|--------------------|---------|---|
| Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001) | \$20,000 | Ongoing | hortinn.com/am17001 |
| Horticulture trade data (MT19005) | \$3,208 | Ongoing | hortinn.com/mt19005 |
| Across horticulture support for export MRL compliance (MT19006) | \$15,834 | Ongoing | hortinn.com/mt19006 |
| Joint berry export trade development (MT20004) | \$24,278 | Ongoing | hortinn.com/mt20004 |



Investments

Outcome 3: Productivity

By 2021, the industry will increase farm productivity (marketable yield per hectare) by an average 10 per cent

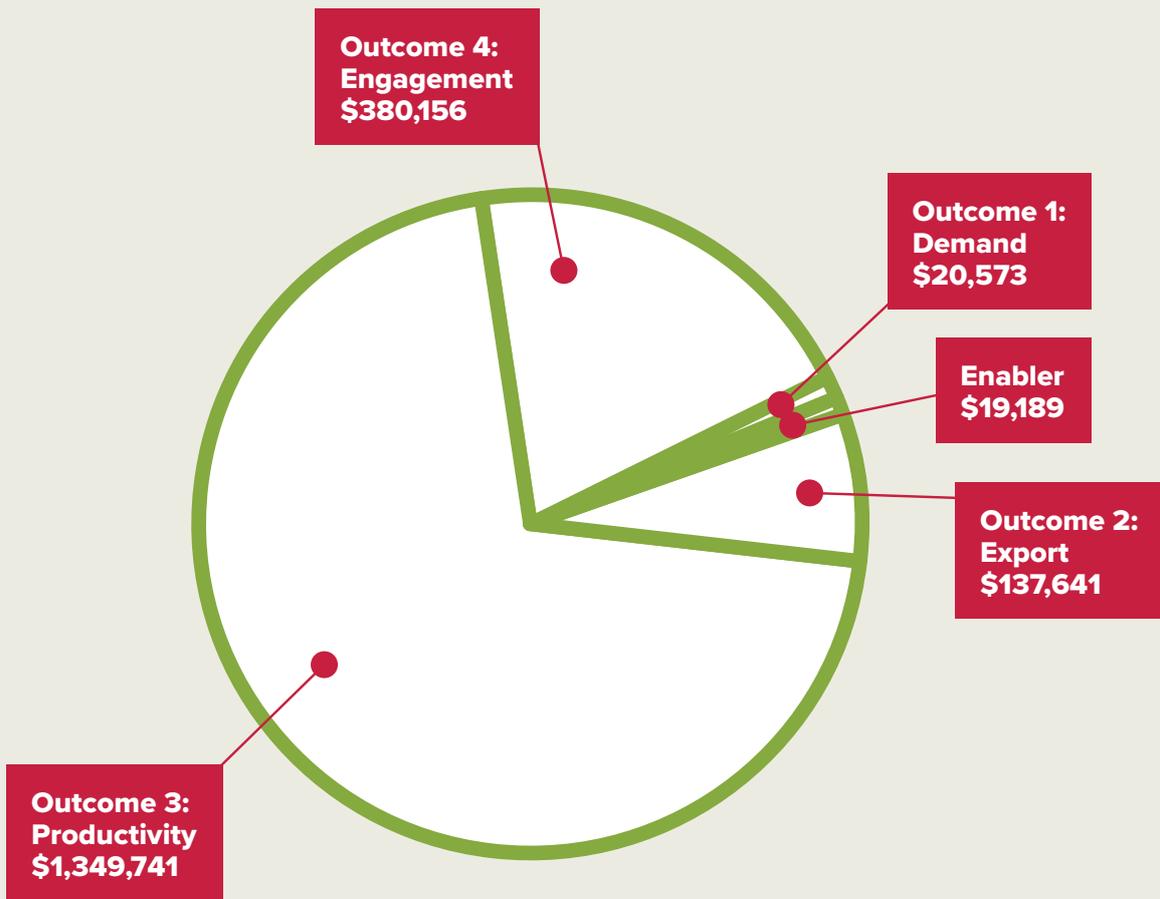
| Project title and code | 2020/21 investment | Status | More information |
|--|--------------------|-----------|--|
| Enhanced National Bee Pest Surveillance Program 2016–2021 (MT16005) | \$1,500 | Ongoing | hortinn.com/mt16005 |
| Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) (MT17006) | \$2,454 | Ongoing | hortinn.com/mt17006 |
| Review of the biosecurity plan for the berry sector (MT18004) | \$3,500 | Ongoing | hortinn.com/mt18004 |
| Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing (MT18005) | \$30,000 | Ongoing | hortinn.com/mt18005 |
| Developing IPM-compatible controls for spotted wing drosophila (<i>Drosophila suzukii</i>) (MT18010) | \$29,568 | Completed | hortinn.com/mt18010 |
| Generation of data for pesticide applications in horticulture crops 2019/20 (MT18018) | \$14,545 | Ongoing | hortinn.com/mt18018 |
| Parasitoids for the management of fruit flies in Australia (MT19003) | \$26,000 | Ongoing | hortinn.com/mt19003 |
| Strategic Agrichemical Review Process (SARP) – Updates (MT19008) | \$1,300 | Completed | hortinn.com/mt19008 |
| Rubus industry minor use program (RB16000) | \$2,725 | Ongoing | hortinn.com/rb16000 |
| Integrated pest management of redberry mite, <i>Acalitus essigi</i> , on blackberries (RB17000) | \$75,767 | Completed | hortinn.com/rb17000 |
| Xylella insect vectors (ST19018) | \$15,000 | Ongoing | hortinn.com/st19018 |

Outcome 4: Engagement

By 2021, at least 90 per cent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services

| Project title and code | 2020/21 investment | Status | More information |
|---|--------------------|---------|--|
| Masterclass in Horticultural Business (LP15001) | \$10,000 | Ongoing | hortinn.com/lp15001 |
| Facilitating the development of the Australian berry industries (MT18020) | \$201,903 | Ongoing | hortinn.com/mt18020 |

Here's what the Strawberry Fund invested in over the year



Investments that are specific to the Hort Innovation Strawberry Fund are guided by the strawberry Strategic Investment Plan (SIP). The SIP features priority outcome areas that have been identified and agreed upon by the industry, and Hort Innovation works to invest in R&D initiatives that are aligned to these.

In the above chart, you can see how project expenditure in the Strawberry Fund during 2020/21 was aligned to the SIP. Each project has been allocated to a SIP outcome based on its primary objective.

Expenditure on projects classified as 'enabler' support the broader delivery of the industry's strategic investment plan, such as impact assessments.

Which projects were in each of the SIP outcome areas?

Outcome 1: Demand

By 2021, per capita domestic consumption of fresh Australian strawberries will increase by 10 per cent, underpinned by consistent supply of premium quality fruit that matches consumer desires

| Project title and code | 2020/21 investment | Status | More information |
|--|--------------------|---------|--|
| Consumer behavioural and retail data for fresh produce (MT17015) | \$ 20,573 | Ongoing | hortinn.com/mt17015-strawberry |

Outcome 2: Export

By 2021, increase exports of Australian strawberries from four per cent to at least eight per cent of national production by volume, in selected markets with a capacity and willingness to pay a premium for quality fruit

| Project title and code | 2020/21 investment | Status | More information |
|---|--------------------|---------|--|
| Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001) | \$10,000 | Ongoing | hortinn.com/am17001 |
| Essential market access data packages (MT14052) | \$31,479 | Ongoing | hortinn.com/mt14052 |
| Horticulture trade data (MT19005) | \$3,208 | Ongoing | hortinn.com/mt19005 |
| Across horticulture support for export MRL compliance (MT19006) | \$20,122 | Ongoing | hortinn.com/mt19006 |
| Joint berry export trade development (MT20004) | \$72,833 | Ongoing | hortinn.com/mt20004 |



Investments

Outcome 3: Productivity (continued)

By 2021, the industry will increase farm productivity (marketable yield per hectare) by an average 10 per cent

| Project title and code | 2020/21 investment | Status | More information |
|--|--------------------|-----------|--|
| Development of soil disinfestation systems for production of certified strawberry runners (BS13000) | \$10,000 | Completed | hortinn.com/bs13000 |
| Improved management of charcoal rot of strawberry (BS15005) | \$154,217 | Ongoing | hortinn.com/bs15005 |
| Strawberry industry minor use program (BS16001) | \$525 | Ongoing | hortinn.com/bs16001 |
| National strawberry varietal improvement program (2017-2022) (BS17000) | \$820,019 | Ongoing | hortinn.com/bs17000 |
| High health pre-commercial propagation material for Australian strawberry growers (BS19000) | \$55,800 | Ongoing | hortinn.com/bs19000 |
| Developing knowledge and management of strawberry red leaf disorder (BS19001) | \$82,827 | Completed | hortinn.com/bs19001 |
| ARC Research Hub for Sustainable Crop Protection (BioClay) (BS20777) | \$50,000 | Ongoing | hortinn.com/bs20777 |
| SITplus: Port Augusta Qfly SIT factory pilot operation (FF18003) | \$71,429 | Ongoing | hortinn.com/ff18003 |
| Enhanced National Bee Pest Surveillance Program 2016–2021 (MT16005) | \$1,500 | Ongoing | hortinn.com/mt16005 |
| Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (<i>Drosophila suzukii</i>) (MT17005) | \$21,303 | Completed | hortinn.com/mt17005 |
| Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) (MT17006) | \$2,454 | Ongoing | hortinn.com/mt17006 |
| Review of the biosecurity plan for the berry sector (MT18004) | \$3,500 | Ongoing | hortinn.com/mt18004 |
| Developing IPM-compatible controls for spotted wing drosophila (<i>Drosophila suzukii</i>) (MT18010) | \$29,568 | Completed | hortinn.com/mt18010 |
| Parasitoids for the management of fruit flies in Australia (MT19003) | \$30,000 | Ongoing | hortinn.com/mt19003 |
| Strategic Agrichemical Review Process (SARP) – Updates (MT19008) | \$1,600 | Completed | hortinn.com/mt19008 |
| <i>Xylella</i> insect vectors (ST19018) | \$15,000 | Ongoing | hortinn.com/st19018 |

Outcome 4: Engagement

By 2021, at least 90 per cent of national production and 90 per cent of growers and other firms involved in the strawberry value chain will be directly engaged with and value national industry services

| Project title and code | 2020/21 investment | Status | More information |
|---|--------------------|---------|--|
| Masterclass in Horticultural Business | \$ 10,000 | Ongoing | hortinn.com/lp15001 |
| Facilitating the development of the Australian berry industries (MT18020) | \$ 370,156 | Ongoing | hortinn.com/mt18020 |



Financial operating statement

Blueberry Fund (collective) Financial operating statement 2020/21

| | R&D (\$) | Total (\$) |
|---|------------------------|------------------------|
| | 2020/21 July – June | 2020/21 July – June |
| OPENING BALANCE | 123,409 | 123,409 |
| Voluntary levies from growers | 137,500 | 137,500 |
| Australian Government money | 229,139 | 229,139 |
| Other income* | 506 | 506 |
| TOTAL INCOME | 367,145 | 367,145 |
| Project funding | 388,323 | 388,323 |
| Consultation with and advice from growers | 479 | 479 |
| Service delivery – shared | 68,343 | 68,343 |
| Service delivery – Minor use | 1,134 | 1,134 |
| TOTAL EXPENDITURE | 458,279 | 458,279 |
| Levy contribution to across-industry activity | – | – |
| CLOSING BALANCE | 32,275 | 32,275 |

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Financial operating statement

Raspberry and Blackberry Fund Financial operating statement 2020/21

| | R&D (\$) | Marketing (\$) | Total (\$) |
|---|------------------------|------------------------|------------------------|
| | 2020/21 July – June | 2020/21 July – June | 2020/21 July – June |
| OPENING BALANCE | 2,574,224 | 374,240 | 2,948,464 |
| Levies from growers (net of collection costs) | 1,034,595 | 206,806 | 1,241,401 |
| Australian Government money | 307,005 | – | 307,005 |
| Other income* | 8,303 | 910 | 9,213 |
| TOTAL INCOME | 1,349,903 | 207,716 | 1,557,619 |
| Project funding | 523,364 | 359,829 | 883,193 |
| Consultation with and advice from growers | 577 | 192 | 769 |
| Service delivery | 90,070 | 78,654 | 168,724 |
| TOTAL EXPENDITURE | 614,011 | 438,675 | 1,052,686 |
| Levy contribution to across-industry activity | – | – | – |
| CLOSING BALANCE | 3,310,116 | 143,281 | 3,453,397 |
| Levy collection costs | 1,530 | 419 | 1,949 |

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Financial operating statement

Strawberry Fund Financial operating statement 2020/21

| | R&D (\$) | Total (\$) |
|---|------------------------|------------------------|
| | 2020/21 July – June | 2020/21 July – June |
| OPENING BALANCE | 2,007,649 | 2,007,649 |
| Levies from growers (net of collection costs) | 748,865 | 748,865 |
| Australian Government money | 1,109,919 | 1,109,919 |
| Other income* | 6,162 | 6,162 |
| TOTAL INCOME | 1,864,946 | 1,864,946 |
| Project funding | 1,905,868 | 1,905,868 |
| Consultation with and advice from growers | 1,433 | 1,433 |
| Service delivery | 312,537 | 312,537 |
| TOTAL EXPENDITURE | 2,219,838 | 2,219,838 |
| Levy contribution to across-industry activity | – | – |
| CLOSING BALANCE | 1,652,757 | 1,652,757 |
| Levy collection costs | 4,476 | 4,476 |

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Making sure that levy investment decisions align with industry priorities

What will be the focus over the next five years?



The berry Strategic Investment Plan (SIP) was created in 2021 to reflect current priorities for the blueberry, raspberry and blackberry, and strawberry industries. This involved extensive consultation with berry growers and industry stakeholders, including Berries Australia. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The berry SIP lays the foundation for decision making in levy investments and represents the balanced interest of the particular industry from which the levy is collected. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The berry SIP identifies four outcome areas that will contribute to the productivity and profitability of the berry sector. They are:

- Industry supply, productivity and sustainability
- Demand creation
- Extension and capability
- Business insights.

What projects will the funds be investing in next year?

Annual Investment Plans (AIPs) for each berry industry will detail how levy funds will be spent over the 12 month period. Investment decisions will be guided by the industry SIP and prioritised based on potential industry impact, as well as availability of levy funds.

The AIPs are developed by Hort Innovation, and are informed by the SIP and industry consultation, including collaboration with Berries Australia. The AIPs are then discussed with the industry SIAP for feedback and prioritisation. All investments will need to link to the industry's SIP by addressing a minimum of one KPI against a strategy under one of the four outcomes.

Annual Investment Plans will be published each year over the lifespan of the SIP and industry stakeholders will be advised via established communication channels.

Hort Innovation will continue to report on fund performance regularly, with more focus on reporting on outcomes and the impact of investments.



When available, you can visit each www.horticulture.com.au/growers to view all documents and get a full picture of how your levy will be invested over the next five years.

Ensuring our growers have the *berry* best news, information, resources and technology

Since 2019, this multi-industry development and communications investment has supported Australian berry growers to adopt the very latest practices and technologies on their farms with hands-on training by development specialists.

The challenge

To create a ‘whole of berries’ approach to improve efficiencies and allow for coordinated extension of the many cross-berry research and development projects conducted through the levy. Growers also need to be kept up to date with the latest best practice and technology, improving their knowledge and skills, ultimately increasing their productivity.

Meet Gaius

Gaius Leong is Chief Agronomist with Oz Group, the largest blueberry supplier in Australia. Since the program began, he’s worked closely with Industry Development Officer, Melinda Simpson, to maximise productivity for his operation and the industry.

Melinda’s role is funded under the levy as part of the program, providing specialist skills and knowledge.

“We work closely with Melinda to highlight limiting factors to knowledge and productivity, as well as those things that impact the environment,” says Gaius.

“The process always begins with finding the root of the problem, brainstorming for feasible and practical solutions, trialing or researching that it works, developing an extension plan, applying for funding support, and then executing the plan through field days, workshops, farm visits, or factsheets.

“We have done this for chemical use, pollination, pest and disease IPM, and water use efficiency. The next on the agenda has to do with irrigation uniformity and design.

Melinda is meticulous, adaptable, resourceful and invaluable to the entire process of developing the grower base to increase production sustainability and reduce environmental impacts in the region.”



Gaius Leong, Chief Agronomist with Oz Group

Continued

The program is also responsible for keeping growers up to date with the latest industry news, research and techniques – something Gaius says is a real benefit. “As we work closely with the Australian Blueberry Growers’ Association, I believe the news has always been useful and practical. This is highlighted in the uptake and grower dependency on the annual Berry Plant Protection. I also look forward to receiving the monthly update. It provides a quick snapshot on industry news and upcoming events, which is extremely helpful.”

While COVID has impacted some of the workshops across the country, they’ve been an important part of the program, and well-received by the growers, according to Gaius. “Melinda has been at the forefront of developing workshops for IPM, spray calibration, and pollination in the area. The feedback from growers and others in the industry has been extremely positive, and we look forward to conducting more of these positive interactions post-COVID.”

“Spray calibration (coverage, nozzle/droplet selection, rates etc.) has been one of the major extension projects that Melinda has developed for the industry.”

“Before the calibration of coverage to blueberries, the industry (via APVMA) was using coverage rates recommended for tree crops, just as macadamias or avocados.

“Through her tireless and dedicated work over a year, we developed a BMP for blueberry chemical application, significantly reducing spray drift into the environment and increasing production via better crop protection.”

“

“The process always begins with finding the root of the problem, brainstorming for feasible and practical solutions, trialing or researching that it works, developing an extension plan, applying for funding support, and then executing the plan through field days, workshops, farm visits, or factsheets.”

Gaius Leong, Chief Agronomist with Oz Group



Gavin Scurr, berry grower, Queensland and Tasmania

Meet Gavin

Gavin Scurr is a berry grower with operations in Queensland and Tasmania. He’s found the program to be extremely helpful for growers, especially during the pandemic. “The broader comms, particularly during COVID, was excellent. When it first hit, we were all scrambling to work out what was going on. Being involved in other industries, I can say that the berry industry did a much better job of letting growers know what was happening. It was just enough information without being overwhelming. Rather than sending out a million emails and bombarding everyone, they gave you the valuable nuggets. I think they did a really good job on that.”

Gavin also looks forward to the Quarterly Berry Journal and weekly e-newsletters he receives under the program. “The journal covers all four crops and is extremely helpful,” he says. “And the newsletters are a good round-up of what’s happening, particularly at the moment with all the lockdowns and getting staff across borders. That information is very relevant.”



The approach

We are providing more resources on the ground in growing regions than ever before. There are valuable learning opportunities, like workshops (now mostly online due to COVID-19), field days and farm tours. In addition, there is regular communication to our growers, keeping them up to date with all facets of the industry.

Berries Australia was chosen as the delivery partner for this project and has implemented a nationally coordinated, locally implemented development program building specialist skills and knowledge underpinned by an effective and modern communications program.

As well as extension activities, the project produces key communication channels for the berry industries, including a quarterly magazine, a monthly newsletter, with information tailored to each crop, as well as the latest across-industry R&D, and the Berries Australia website, with industry news, information and resources.

The program also produces fact sheets and case studies, berry plant protection guides for each crop, holds workshops across the country (COVID permitting), and webinars.

The impact

As a result of this approach, all berry growers in Australia now have a local berry Industry Development Officer (IDO) while specialisations are incorporated into the project to support a range of extension and communication needs of the different berry industries.

“

“The journal covers all four crops and is extremely helpful and the newsletters are a good round-up of what’s happening, particularly at the moment with all the lockdowns and getting staff across borders. That information is very relevant.”

**Gavin Scurr, berry grower,
Queensland and Tasmania**

For more information, visit hortinn.com/mt18020

Project details

Facilitating the development of the Australian berry industries (MT18020)

Key research provider: Berries Australia

Start date: September 2019

Expected end date: September 2022

Estimated value for life of project: \$2,371,409

Getting berries on overseas shelves at sustainable prices

This investment manages market access and trade development for the berry industries, so the ever-increasing volume of product makes its way to international markets.

The challenge

Currently, only a very small percentage of each berry crop is exported, but with but with strong demand in overseas markets, the Australian berry industry are up for the challenge to meet international consumer demands.

Meet Jamie

West Australian strawberry grower, Jamie Michael, believes Australia's limited population and its abundance of berries makes overseas markets increasingly important. "If we want to be able to expand our business and our customer base, we need to be looking not just domestically, but where opportunities lie overseas."

Through this program, berry growers like Jamie are getting the help they need to identify those opportunities and ensure they're ready to make the most of them when they arise.



Jamie Michael, berry grower, Western Australia

"What is of most use for growers with this program is keeping them aware of what's required of them to be producing product they can export, particularly in times of oversupply," says Jamie. "There are different quality standards, different residue standards, maybe different agronomic techniques, that are required to produce a product for different markets. This helps them produce a product that will hold up and meet international standards and be competitive with stuff that's already available in market."

The approach

This program is a win-win for all Australian berry growers. Existing exporters are receiving the advice and assistance they need to grow their international business, while non-exporters reap the benefit of stabilisation of the domestic market. This is achieved through getting growers export-ready and building capacity, developing trade and market access, managing risk, communication, and fostering collaborative partnerships.

The impact

While the program only began in May 2021, it has already proved a valuable source of market intelligence for growers, keeping them up to date with technical guidance, offshore trade networks, export-related grant notifications, and online education resources and workshops.

For more information, visit hortinn.com/mt20004

Project details

Joint berry export trade development (MT20004)

Key research provider: Berries Australia

Start date: May 2021

Expected end date: April 2024

Estimated value for life of project: \$824,250

Adding some 'oomph' to Aussie raspberry and blackberry sales

Hort Innovation invests the raspberry and blackberry marketing levy into a range of activities to drive awareness and increase consumption of these delicious Australian berries.

The opportunity

Often thought of as a treat for special occasions, there was a great opportunity to increase consumption of fresh Australian raspberries and blackberries by encouraging Australians to make them part of their everyday meals, especially breakfast.

The approach

In 2020/21, Australians were encouraged to 'Add some oomph' to their meals by including raspberries and blackberries in everyday meals, not just special occasions. This underpinned the 2020-21 raspberry and blackberry marketing strategy, which included a brand refresh, strategic content partnerships, and increased social media activity.

Consumer research highlighted that breakfast was the area with the most potential for growth, with raspberries and blackberries featuring in just 15% of breakfast meal occasions.

To tap into this, Australian Raspberries and Blackberries partnered with popular news and lifestyle website and media platform Mamamia. Three Mamamia advertorials were developed to influence the daily eating habits of consumers, which achieved combined views of almost 50,000.

In addition, digital and video ads ran across the Mamamia network, showcasing raspberries and blackberries as a simple yet exciting addition to breakfast. The campaign was also weaved into Mamamia's popular podcast, which was downloaded almost 180,000 times.

The campaign's engaging content was leveraged on social media, engaging key influencers to reach more than 750,000 people.

The campaign's clear and simple message and dynamic content was also featured on Australian Raspberries



and Blackberries' own social media channels, which proved an excellent tool for awareness and engagement throughout 2020-21. Together, they had a combined reach of 3.2 million, 4.1 million impressions, and some 20,200 likes, comments, and shares.

In addition to the social media channels, the Fresh Berries website was an excellent way to disseminate the delicious breakfast recipes created as part of the campaign.

Continued



The outcome

After being exposed to the campaign, 77 per cent of respondents agreed they were more likely to purchase Australian raspberries and blackberries, and 74 per cent were excited to use them at breakfast. There was also a jump in the number of respondents who believed raspberries and blackberries were good value for money and easy to add to meals.

The Good Mood Food

Australian raspberries and blackberries participated in the Good Mood Food campaign in 2020/21, to leverage the efficiencies of the campaign to reach more Australians. Australian raspberries and blackberries were featured in their own animated videos (15 and 6 second videos), advertised through YouTube, Facebook, Instagram, and catch-up TV channels. The catch-up TV channels included 7Plus and 10Play.



“

“The increase in marketing activity has been really nice to see. From national video exposure to online campaigns, it’s a real highlight for the raspberry and blackberry category to be included in such a big campaign. It’s really highlighted their availability and we’re promoting to more people more often, and increasing consumer volume.”

**Jeff Matthews, National Sales Manager
(Berries and Fruit), YV Fresh**

**Read more about the campaign at
hortinn.com/raspberry-blackberry-marketing-snapshot**

Project details

These marketing activities are strategic levy investments in the Hort Innovation Raspberry and Blackberry Fund

Minor use permits

The Hort Innovation Raspberry and Blackberry 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 hortinn.com/rubus-minor-use.

Permits in 2020/21

During the 2020/21 financial year, successful new permit applications for PER90178, PER87141 (issued as PER90208) and PER89214 (approved this financial year, application submitted last financial year), and successful renewals for PER82024, PER12486, PER87464 (issued as PER7464) were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Rubus industry minor use program* (RB16000).

Further permit renewals, PER13958 and PER97141 were also approved in 2020/21, with the application submitted in the previous financial year.

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, emergency permit PER89870 was issued by Hort Innovation in 2020/21 to acquire crop protection chemicals for the raspberry and blackberry industry.

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 raspberry and blackberry industry, current as of 25 August 2021.

| Permit ID | Description | Date issued | Expiry date | Permit holder |
|-----------------------|---|-------------|-------------|---|
| PER12486 Version 6 | Trichlorfon / Strawberries, blueberries and rubus spp. / Fruit fly | 06-Oct-11 | 31-Mar-26 | Hort Innovation |
| PER82024 Version 2 | Metham / Blueberry and rubus / Weed seeds and soil borne pathogens | 01-Feb-16 | 31-Mar-26 | Hort Innovation |
| PER87408 | Success Neo (spinetoram) / Strawberries, rubus and rubus hybrids and blueberries / Fruit fly (Suppression only) | 15-Apr-19 | 30-Apr-24 | Hort Innovation |
| PER13150 Version 2 | NoGall (Agrobacterium radiobacter) / Rubus root systems / Crown gall | 23-Mar-12 | 31-Oct-22 | Raspberries & Blackberries Australia (RABA) |
| PER13289 Version 4 | Indoxacarb (Avatar) / Blueberries and rubus spp. / Light brown apple moth and elephant weevil borer (field and protected grown) | 31-Oct-12 | 31-Aug-23 | RABA C/Hort Innovation |
| PER13957 Version 2 | Petroleum oil (incl. paraffinic and mineral oil) / Rubus and ribes / Two-spotted mite and scale insects | 01-Apr-13 | 31-Mar-23 | RABA C/Hort Innovation |

Continued

Minor use permits

Current permits (continued)

| Permit ID | Description | Date issued | Expiry date | Permit holder |
|-----------------------|---|-------------|-------------|--|
| PER13958 Version 5 | Pyrimethanil, Captan, Metalaxyl, Metalaxyl-M, Mancozeb, Triadimenol, Phosphorous acid / Rubus, ribes and blueberries / Various fungal blights | 01-Apr-13 | 31-Aug-25 | Hort Innovation |
| PER14449 Version 2 | Chlorothalonil / Rubus / Grey mould, rust, downy mildew, Septoria leaf spot | 01-Oct-14 | 31-May-22 | RABA |
| PER14234 Version 2 | Eco-oil botanical oil concentrate (Emulsifiable botanical oil) / Blueberries, rubus spp., Ribes spp / Two-spotted mite | 10-Sep-13 | 31-Aug-23 | RABA C/Hort Innovation |
| PER82986 Version 2 | Boscalid and Pyraclostrobin (Pristine Fungicide) / Rubus and rubus hybrids, blueberries (field and protected) / Various fungal diseases | 25-Aug-17 | 31-Aug-24 | Hort Innovation |
| PER84973 Version 2 | Metalaxyl-M and Mancozeb (Ridimol Gold MZ) / Rubus and rubus hybrids / Downy mildew | 16-Feb-18 | 31-Mar-23 | RABA C/Hort Innovation |
| PER14425 Version 2 | Bifenazate (Acramite) / Specified rubus and rubus hybrids / Two-spotted mite and European red spider mite | 28-Feb-14 | 30-Sep-23 | RABA |
| PER14422 Version 2 | Cyprodinil and fludioxonil (switch) / Dewberries (including boysenberries and loganberry), blackberries, raspberries, cloudberry, and youngberries / Grey mould | 28-Feb-14 | 31-Dec-23 | RABA C/Hort Innovation |
| PER14443 Version 2 | Copper – Cupric Hydroxide / Rubus spp. including raspberries and blackberries / Rust and leaf spot | 28-Feb-14 | 31-Jan-24 | Hort Innovation |
| PER84972 | Bifenthrin / Rubus spp., Ribes spp. (not including currants), and blueberries / Monolepta beetle, plague thrips and elephant weevil | 12-Feb-18 | 28-Feb-23 | RABA |
| PER13859 | Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly | 09-Feb-15 | 31-Jul-24 | Growcom |
| PER87439 | Pirimicarb / Blackberries / Green peach aphid Use now covered on the Imtrade Pirimicarb 500WG Aphicide Label & Pirimor WG Aphicide Label (All states) | 04-Dec-18 | 31-Dec-21 | Hort Innovation |
| PER87464 Version 2 | Colecalciferol (Selontra soft bait rodenticide) / Rubus, rubus hybrid and blueberry / Rats and mice (All states) | 17-Dec-18 | 30-Nov-22 | Hort Innovation |
| PER87245 | Sulphur (Sulfur 800 WG fungicide and miticide) / Blackberries / Broad mite, two-spotted mite, bean spider mite and red berry mite | 25-Mar-19 | 31-Mar-24 | Hort Innovation |
| PER88058 | Serenade opti biofungicide (<i>Bacillus amyloquelaciens</i>) / Blackberries and raspberries / Botrytis grey mould | 15-Oct-19 | 31-Oct-22 | Hort Innovation |
| *PER86213 | Ethephon / Blueberry, rubus and ribe spp. / Promoting uniform maturity | 5-Dec-18 | 31-Dec-21 | Australian Blueberry Growers' Association (ABGA) C/Wollongbar |

Continued

Minor use permits

Current permits (continued)

| Permit ID | Description | Date issued | Expiry date | Permit holder |
|-----------|--|-------------|-------------|----------------------|
| PER89241 | Spinetoram / Berry fruit / Fall armyworm | 06-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER89278 | Indoxacarb / Rubus species / Fall armyworm (<i>Spodoptera frugiperda</i>) | 13-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER89406 | Etoxazole / Blackberries and raspberries / Two-spotted mite and bean spider mite | 30-Apr-20 | 30-Apr-23 | Hort Innovation |
| PER89353 | Chlorantraniliprole (Altacor Hort Insecticide / Coragen) / Fruit: Strawberries and rubus spp. (field and protected) / Fall armyworm | 05-May-20 | 31-May-23 | Hort Innovation |
| PER89407 | Fenbutatin Oxide / Blackberries and raspberries / Two-spotted mite, European red mite, broad mite, red berry mite and bean spider mite | 14-May-20 | 31-May-23 | Hort Innovation |
| PER89870 | Spinosad (Entrust Organic) / Various including berry fruit / Fall armyworm | 21-Jul-20 | 31-Jul-23 | Hort Innovation |
| PER80070 | Pyrethrin (Pyganic organic insecticide) / Rubus ribes and blueberry / Monolepta beetle, green vegetable bug and green stink bug | 18-Aug-15 | 31-Oct-25 | ABGA C/Wollongbar |
| PER90178 | Afidopyropen (Versys) / Blackberries and raspberries (Cane Berries) / Aphids including green peach aphid and greenhouse whitefly suppression | 20-Apr-21 | 30-Apr-24 | Hort Innovation |
| PER90208 | Sulfoxaflor (Transform Insecticide) / Blackberries and raspberries / Green peach aphid, cottonseed bug, green mirids, brown mirids, greenhouse whitefly, apple dimpling bug, and suppression of scale and rutherglen bug | 05-May-21 | 31-May-24 | Hort Innovation |
| PER89214 | Fonicamid (MainMan 500WG) / Raspberries and blackberries / Mirids, jassids/ Leafhoppers, aphids, greenhouse whitefly and suppression of green vegetable bug and rutherglen bug | 03-Jun-21 | 30-Jun-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.

Minor use permits

The Hort Innovation Strawberry 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 hortinn.com/strawberry-minor-use.

Permits in 2020/21

During the 2020/21 financial year, a successful renewal for PER124865 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Strawberry industry minor use program* (BS16001). Further permit renewals,

PER80064, PER13331 and PER14577 were also approved in 2020/21, with the applications submitted in the previous financial year.

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, emergency permit PER89870 was issued by Hort Innovation in 2020/21 to acquire crop protection chemicals for the strawberry industry.

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 strawberry industry, current as of 27 August 2021.

| Permit ID | Description | Date issued | Expiry date | Permit holder |
|-----------------------|--|-------------|-------------|---|
| PER12486 Version 6 | Trichlorfon / Strawberries, blueberries and rubus spp / Queensland fruit fly and Mediterranean fruit fly | 06-Oct-11 | 31-Mar-26 | Hort Innovation |
| PER87408 | Spinetoram (Success NEO) / Strawberries, rubus and rubus hybrids and blueberries / Fruit fly (Suppression only). All States | 15-Apr-19 | 30-Apr-24 | Hort Innovation |
| PER80064 Version 3 | Phosphorous acid / Strawberries / Crown rot (<i>Phytophthora</i> spp.) | 01-Nov-14 | 31-Oct-25 | Hort Innovation |
| PER13331 Version 3 | Pyriproxyfen (Admiral) / Strawberries / Greenhouse and silverleaf whitefly | 08-May-12 | 31-Aug-25 | Hort Innovation |
| PER13542 Version 2 | Maldison / Strawberries / Rutherglen bug | 01-Jul-12 | 30-Jun-22 | Strawberries Australia Incorporated (SAI) C/Hort Innovation |
| PER13697 Version 2 | Metalaxyl-M (Ridomil Gold 480SL) and Phosphorous acid / Strawberry runners / Root and crown rot (<i>Phytophthora cactorum</i>) | 28-Aug-12 | 30-Sep-22 | SAI C/Hort Innovation |
| PER14483 Version 2 | Pyraclostrobin (Cabrio Fungicide) / Strawberry runners (non-fruiting) / Crown or petiole rot | 29-Oct-13 | 30-Sep-23 | SAI C/Hort Innovation |
| PER14192 Version 2 | Indoxacarb (Avatar) / Strawberries / Whitefringed weevil and garden weevil | 24-Dec-13 | 30-Sep-23 | SAI C/Hort Innovation |

Continued

Minor use permits

Current permits (continued)

| Permit ID | Description | Date issued | Expiry date | Permit holder |
|-----------------------|--|-------------|-------------|-----------------------|
| PER14307 Version 2 | Zinc Phosphide (Rattoff) / Strawberry / Mice | 05-May-14 | 31-Jan-22 | SAI C/Hort Innovation |
| PER14577 Version 3 | Quinoxifen (Legend) / Strawberry runner production (Field and protected cropping) / Powdery mildew | 23-May-14 | 31-Jan-26 | Hort Innovation |
| PER81745 Version 2 | Chlorpyrifos (Suscon green and suscon blue soil insecticide) Strawberries / Scarab beetles | 21-Oct-15 | 30-Sep-23 | Hort Innovation |
| PER82598 | Fonicamid (Mainman) / Strawberries / Aphids, whiteflies and green mirid (Field and protected all States) | 31-Mar-17 | 30-Nov-21 | SAI C/Hort Innovation |
| PER83871 | Fluazinam (Gem Fungicide) / Strawberry runner production / Leaf blotch | 19-May-17 | 30-Jun-22 | SAI C/Hort Innovation |
| PER89263 | Emamectin (Proclaim Opti Insecticide) / Strawberries Fall armyworm (<i>Spodoptera frugiperda</i>) | 10-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER89278 | Indoxacarb (Avatar Insecticide) / Strawberries / Fall armyworm (<i>Spodoptera frugiperda</i>) | 13-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER89293 | Methomyl / Strawberries / Fall armyworm (<i>Spodoptera frugiperda</i>) | 10-Apr-20 | 30-Apr-23 | Hort Innovation |
| PER89241 | Spinetoram / Berry fruit / Fall armyworm (<i>Spodoptera frugiperda</i>) | 06-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER89353 Version 2 | Chlorantraniliprole (Altacor Hort Insecticide / Coragen) / Fruit: Strawberries and rubus spp. (field and protected) / Fall armyworm (<i>Spodoptera frugiperda</i>) | 05-May-20 | 31-May-23 | Hort Innovation |
| PER89870 | Spinosad (Entrust Organic) / Various including berry 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. Details of the conditions of use associated with these permits can also be found on the APVMA site.

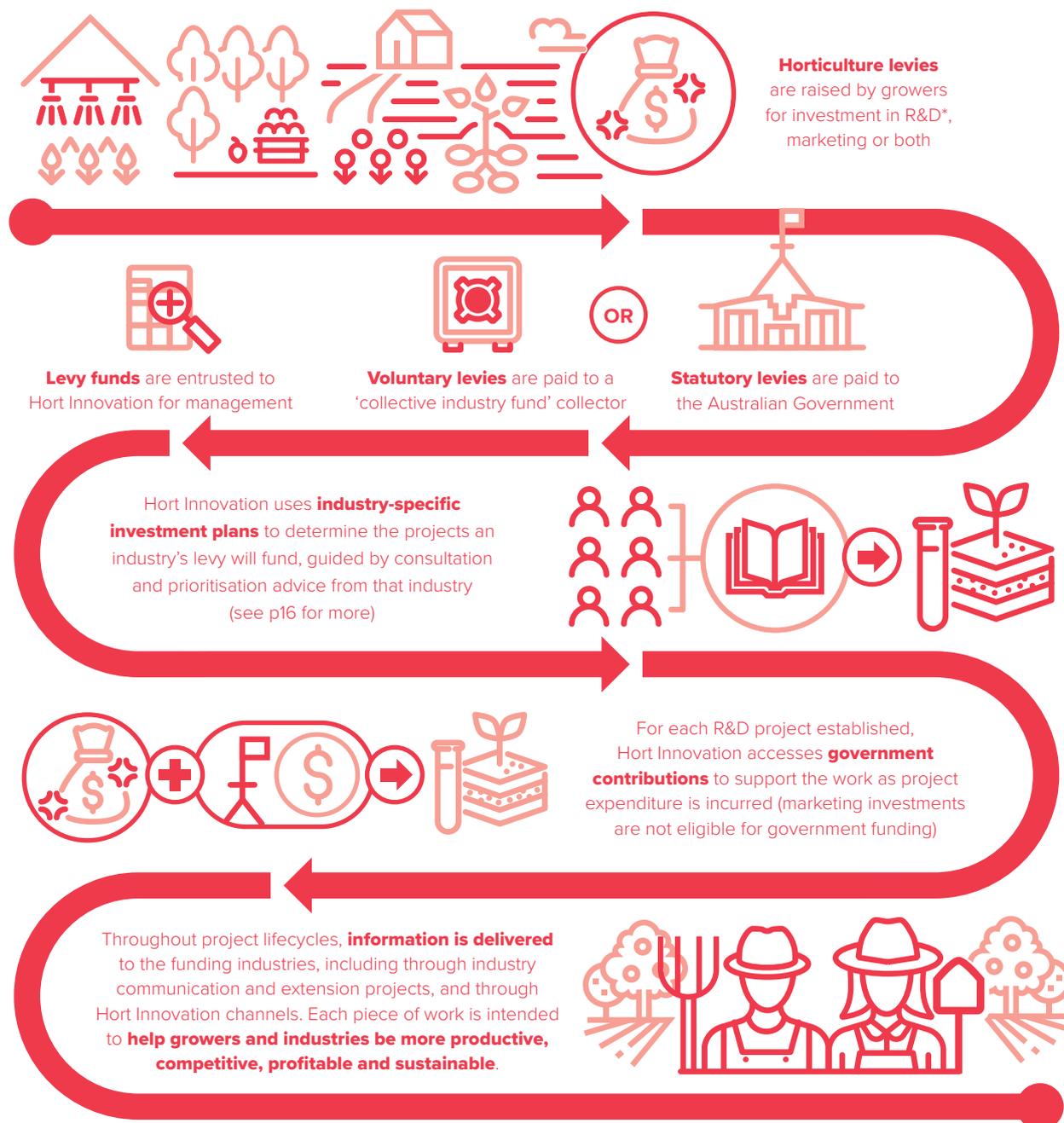
Keep up to date!

Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at www.horticulture.com.au/sign-up.

How strategic levy investments are made across the berry funds

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. All levies across the berry funds were invested this way during the year, guided by the relevant Strategic Investment Plan 2017-2021 and advice from the industry's investment advisory panel.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation berry funds, visit www.horticulture.com.au/growers. 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 reserve.

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

www.horticulture.com.au

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