

What happened in the Persimmon Fund last year?

Annual Report 2020/21



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

Throughout another challenging year for the horticulture sector, activity in the Persimmon Fund 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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\$105,591

invested in R&D



\$35,500

invested in marketing



7

active R&D investments



\$147,165

in levies collected

by the Government and passed on to Hort Innovation for investment



2,771t

Australia's persimmon production remains steady, with 2,771 tonnes produced in 2019/20



35%

Queensland grows the most persimmons in Australia (35 per cent of all production), with 25 per cent grown in Victoria, 20 per cent in New South Wales, 15 per cent in South Australia and five per cent in Western Australia

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 renewed industry extension and communication program, delivering the *Persimmon Press* e-newsletter, the grower section of the Persimmons Australia website (www.persimmonsaustralia.com.au/login), events and webinars



Ongoing work to deliver new varieties and rootstocks to Australian persimmon growers – see hortinn.com/pr17000



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



A dedicated domestic marketing campaign for persimmons and The Good Mood Food across-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*

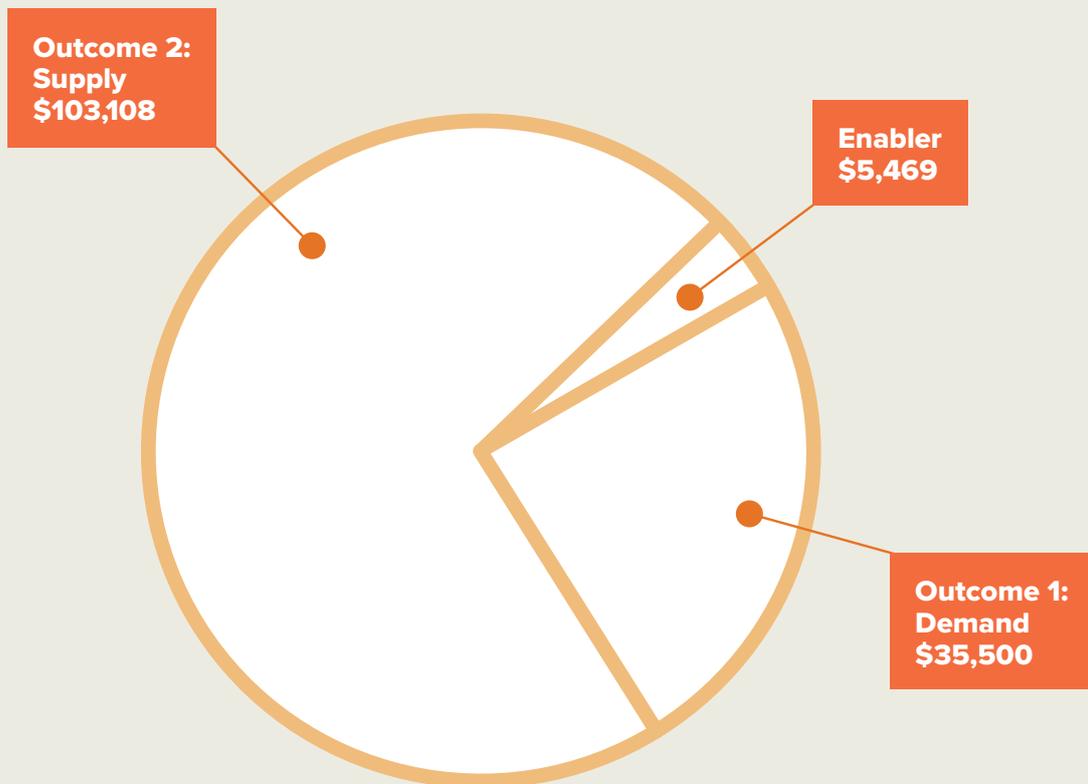


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2020/21 for more*

You can visit www.horticulture.com.au/persimmon 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 Persimmon Fund and, in most instances, did not involve the industry levy

Here's what your fund invested in over the year



Investments that are specific to the Hort Innovation Persimmon Fund are guided by the persimmon 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 Persimmon 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

Increased demand with domestic and export opportunities increases returns to growers

Marketing activities during 2020/21 contributed to demand-related outcomes in the SIP. You can read more about the persimmon marketing campaign on p9.

Outcome 2: Supply

Increased industry production and improved productivity to meet increasing domestic and international demand

Project title and code	2020/21 investment	Status	More information
Persimmon industry minor use program (PR16000)	\$964	Ongoing	hortinn.com/pr16000
Persimmon industry extension and communication program (PR16001)	\$6,558	Completed	hortinn.com/pr16001
National persimmon varietal evaluation program 2018-2023 (PR17000)	\$41,203	Ongoing	hortinn.com/pr17000
Persimmon industry communications and extension program (PR20000)	\$21,471	Ongoing	hortinn.com/pr20000
Generation of data for pesticide application in horticulture (ST17000)	\$32,912	Ongoing	hortinn.com/st16006-and-st17000

Financial operating statement

Persimmon Fund Financial operating statement 2020/21

	R&D (\$)	Marketing (\$)	Total (\$)
	2020/21 July – June	2020/21 July – June	2020/21 July – June
OPENING BALANCE	(3,867)	50,621	46,754
Levies from growers (net of collection costs)	88,485	58,680	147,165
Australian Government money	64,329	–	64,329
Other income*	424	249	673
TOTAL INCOME	153,238	58,929	212,167
Project funding	105,591	35,500	141,091
Consultation with and advice from growers	1,792	1,194	2,986
Service delivery	21,276	9,180	30,456
TOTAL EXPENDITURE	128,659	45,874	174,533
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	20,712	63,676	84,388
Levy collection costs	1,093	1,039	2,132

*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 Persimmon Fund's focus over the next five years?



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

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

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

What projects will the fund be investing in next year?

The persimmon Annual Investment Plan (AIP) 2021/22 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 AIP is developed by Hort Innovation, and is informed by the SIP and industry consultation, including collaboration with Persimmons Australia. The AIP is 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 www.horticulture.com.au/persimmon-fund-management to view both documents and get a full picture of how your levy will be invested over the next five years.

Producing the perfect persimmon for Aussie conditions

This investment is working to develop superior and locally adapted rootstocks for the Australian persimmon industry, importing and evaluating new varieties, and developing a standard clonal propagation technique for rootstocks.

The challenge

To increase its productivity and profitability, the Australian persimmon industry needs new and imported persimmon varieties with rootstocks suited to local conditions.



Brett Guthrey, persimmon grower, Sydney

Meet Brett

Persimmon grower Brett Guthrey owns and runs Kathleen Haven farm in Greater Sydney. He believes superior and locally adapted rootstocks are the key to Australian persimmon's future success. "It's important to keep growing the persimmon industry. But to do this, we need varieties that are innovative and can extend the season for growers and consumers," says Brett.

He's optimistic the research being conducted through this investment will lead to those new, innovative varieties, and take persimmon from an exotic fruit to an Australian favourite. "Hopefully this research will be the key to unlocking commercial clonal propagation of persimmon rootstocks – a problem that has dogged the industry worldwide. Solving this problem and understanding established global markets, their varieties and suitability in Australia, are the keys to industry

growth. The establishment of trialed rootstocks with individual traits that can be replicated will also lead to more productive farms."

"This program and research will definitely have an impact on my operation. All growers look to capitalise on their environment assets and having researched, relevant information ensures good decision making."

Brett believes the global search for varieties and their subsequent importation and evaluation is beyond the scope of individual growers, but this program makes it a team effort. "Together, we are able to do it for the benefit of all. Although a small player in the global persimmon market, Australia is now gaining international attention for its work on rootstocks."



The approach

Since 2018, this investment has researched superior and locally adapted rootstocks for the Australian persimmon industry, while importing and evaluating new varieties. It's also developing a clonal propagation technique for rootstocks, with guidelines on this and other persimmon management information to be produced for growers to adopt along the way.

Prior to COVID-19, the research team visited growers and key global experts in Spain and Portugal to bring the latest persimmon research and technology back to Australia. The team visited research facilities, academic institutions, orchards, packing, storage and ripening facilities, along with cutting-edge persimmon nurseries.

The impact

The team continues to work in close collaboration with growers, plant nurseries, and industry. The research team has commenced the establishment of grower trials across major growing regions. They've also made real progress on clonal propagation by successfully managing to develop sucker plants from rootstock mother trees for further propagation.

“

“All growers look to capitalise on their environment assets and having researched, relevant information ensures good decision making.”

Brett Guthrey, persimmon grower, Sydney

For more information, visit hortinn.com/pr17000

Project details

National persimmon varietal evaluation program 2018-2023 (PR17000)

Key research provider: NSW Department of Primary Industries

Start date: April 2018

Expected end date: July 2023

Estimated value for life of project: \$360,526

Putting more persimmons on Aussie plates

In 2020/21 marketing's aim was to increase awareness and get more Australians eating persimmons.

The opportunity

The persimmon's short season is a unique selling point. Positioning it as "the autumn fruit" created an immediate association with the season and Australians were enticed to 'swap in a persimmon this autumn'.

The approach

By leveraging consumer insights and tapping into the news agenda, the campaign was able to reach and engage a broad audience. It hit them with compelling new content across social media and used positive public relations to penetrate more traditional media.

From March to June 2021, the social media campaign educated consumers about persimmons – what they are and how to eat them. It also encouraged them to eat seasonal and 'swap in a persimmon.'

To kick-off the season, the marketing team partnered with renowned food photographer, stylist, and recipe guru Marie Duong, creating new persimmon recipes, complete with tempting videos and images.

The dishes highlighted simple 'swaps' with Australian Persimmons. When shared on the Persimmons Australia's social channels, Marie's content consistently resonated, reaching almost 860,000 people, and attracting 13,741 likes, shares and comments. This accounted for a huge 44 per cent of all engagement for the 2020-21 social media campaign.



Marketing case study



The outcome

Thanks to great content, strategic partnerships, social media, and positive publicity, many more Australians now know the benefits of persimmons and will be more likely to make it their autumn fruit. The reach and engagement of the campaign can be seen in the numbers:

- Almost three million views on social media, with more than 53,000 people actively liking, sharing, or commenting on campaign content
- Media coverage in titles including *MINDFOOD*, *Fresh Plaza*, *Interiors Addict Foodie Friday*, *The Senior*, *Canberra Weekly*, *Fruit Net* and *Eativity*

“

Promotion and marketing is critical to the industry because persimmons are a product that the majority of Australian consumers don't know or understand. We need to be introducing as many new consumers as we can, and this is an important way to do that.”

Rod Dalton, persimmon grower, Queensland

Read more about the campaign at hortinn.com/persimmon-marketing-snapshot

Project details

These marketing activities are strategic levy investments in the Hort Innovation Persimmon Fund

Minor use permits

The Hort Innovation Persimmon 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/persimmon-minor-use.

Permits in 2020/21

During the 2020/21 financial year, a successful new permit application for PER89943 and a successful renewal for PER12450 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Persimmon industry minor use program* (PR16000).

A successful new permit application for PER89215 and renewals for PER13115 and PER13176 were also approved in 2020/21, with the applications submitted in the previous financial year.

In addition, permit renewals for PER14547 and PER12591 were applied for during the year and granted just outside 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, emergency permit PER89870 was issued by Hort Innovation in 2020/21 to acquire crop protection chemicals for the persimmon 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 persimmon industry, current as of 25 August 2021.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12591 Version 3	Methoxyfenozide (Prodigy) / Persimmons / Leaf roller, yellow peach moth, lightbrown apple moth and orange fruitborer	29-Jun-11	31-Jul-26	Hort Innovation
PER80374 Version 2	Beta-cyfluthrin (Bulldock) / Custard apple, lychee, mango, persimmon / Various insect pests	1-Oct-15	31-Aug-22	Australian Lychee Growers Association (ALGA)
PER13933 Version 2	Petroleum oil / Persimmons / Scale insects	1-Jan-13	30-Nov-22	Hort Innovation
PER14779 Version 2	Clothianidin (Samurai) / Persimmons / Mealybug	13-Jul-14	30-Apr-23	Hort Innovation
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	9-Feb-15	31-Jul-24	Growcom
PER85550 (previously PER14901)	Alpha-cypermethrin / Persimmons / Fruit fly	14-Jun-18	30-Jun-23	Hort Innovation

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
PER87067	Sulfoxaflor (Transform) / Persimmons / Mealybugs	3-Apr-19	30-Apr-24	Hort Innovation
PER87599	Difenoconazole (Score) / Persimmon / Cercospora leaf spot and leaf spot	7-Jun-19	30-Jun-24	Hort Innovation
PER13932 Version 2	Chlorpyrifos / Persimmons / Cluster grub	01-May-13	31-Mar-23	Hort Innovation
PER14547 Version 4	Chlorpyrifos (Lorsban) / Persimmons / Mealybug	13-Jul-14	31-Oct-23	Hort Innovation
PER13176 Version 3	Shin Etsu MD Carmenta Pheromone / Persimmons / Clearwing borer	30-Nov-12	31-Jul-23	Hort Innovation
PER88722	Clearwing borer mating disruption agent / Persimmons / Clearwing borer	28-Mar-20	31-Mar-23	Insense Pty Ltd
PER12450 Version 7	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	30-Nov-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 and lychee stink bug	1-Jun-14	30-Jun-25	Hort Innovation
PER12488 Version 3	Mancozeb / Persimmon / Cercospora leaf spot or angular leaf spot	27-Oct-10	31-Mar-25	Hort Innovation
PER13445 Version 3	Chlorothalonil / Persimmon / Cercospora leaf spot	22-Aug-12	31-Jul-25	Hort Innovation
PER14548 Version 2	Methomyl (Lannate-L) / Persimmons / Thrips	13-Jul-14	31-Jul-23	Hort Innovation
PER89293	Methomyl / Persimmons / Fall armyworm (Spodoptera frugiperda)	10-Apr-20	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Various including persimmon / Fall armyworm	6-Mar-20	31-Mar-23	Hort Innovation
PER89259	Chlorantraniliprole (Coragen, Altacor and Altacor Hort Insecticide) / Pome fruit, including persimmon / Fall armyworm	6-Mar-20	31-Mar-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including pome fruit and tropical and sub-tropical fruit crops (inedible peel) / Fall armyworm	21-Jul-20	31-Jul-23	Hort Innovation
PER89215	Flonicamid (MainMan) / Japanese persimmons / Mealybugs and suppression of juvenile thrips	12-Aug-20	31-Aug-23	Hort Innovation
PER89943	Trivor Insecticide (acetamiprid and pyriproxyfen) / Custard apples, lychee, papaya, passionfruit, persimmons and olives / Various pests including; Fruit spotting bugs, olive lace bug, fruit fly suppression, mealybugs, scale insects, plant hoppers, leafhoppers and light brown apple moth	29-Jan-21	31-Jan-24	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 in the Persimmon Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The persimmon R&D and marketing levies were invested this way during the year, guided by the persimmon 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 Persimmon Fund, visit www.horticulture.com.au/persimmon. 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.

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