

What happened in the **Persimmon** Fund last year?

Annual Report 2021/22



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 proud of the work we do to help drive productivity, profitability, and demand for persimmon growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Persimmon Fund during the year.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2021/22 at www.horticulture.com.au/annual-report-portal to see how Hort Innovation worked to benefit the horticulture sector during the year.

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\$103,199

invested in R&D



\$45,276

invested in marketing



\$190,576

in levies collected

by the Government and passed on to Hort Innovation for investment

Industry facts



2,767t

Australia's persimmon production remains steady, with 2,767 tonnes produced in 2020/21



\$11.1M

In 2020/21, the farmgate value of persimmon production in Australia was \$11.1 million



35%

Queensland grows the most persimmons in Australia (35 per cent) followed by Victoria (25 per cent), New South Wales (20 per cent), South Australia (15 per cent) and Western Australia (five 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. See www.horticulture.com.au/horticulture-statistics-handbook.

Just some of the things delivered for you during the year



An 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 – read more on [p8](#)



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



Investigations into the cause of dieback in persimmon trees to inform management strategies for growers – read more at hortinn.com/pr21000



Access to consumer insights through multi-industry investments to understand consumer behaviours, attitudes and purchase intentions – see www.horticulture.com.au/persimmon



A domestic marketing campaign – read more on [p10](#)



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*

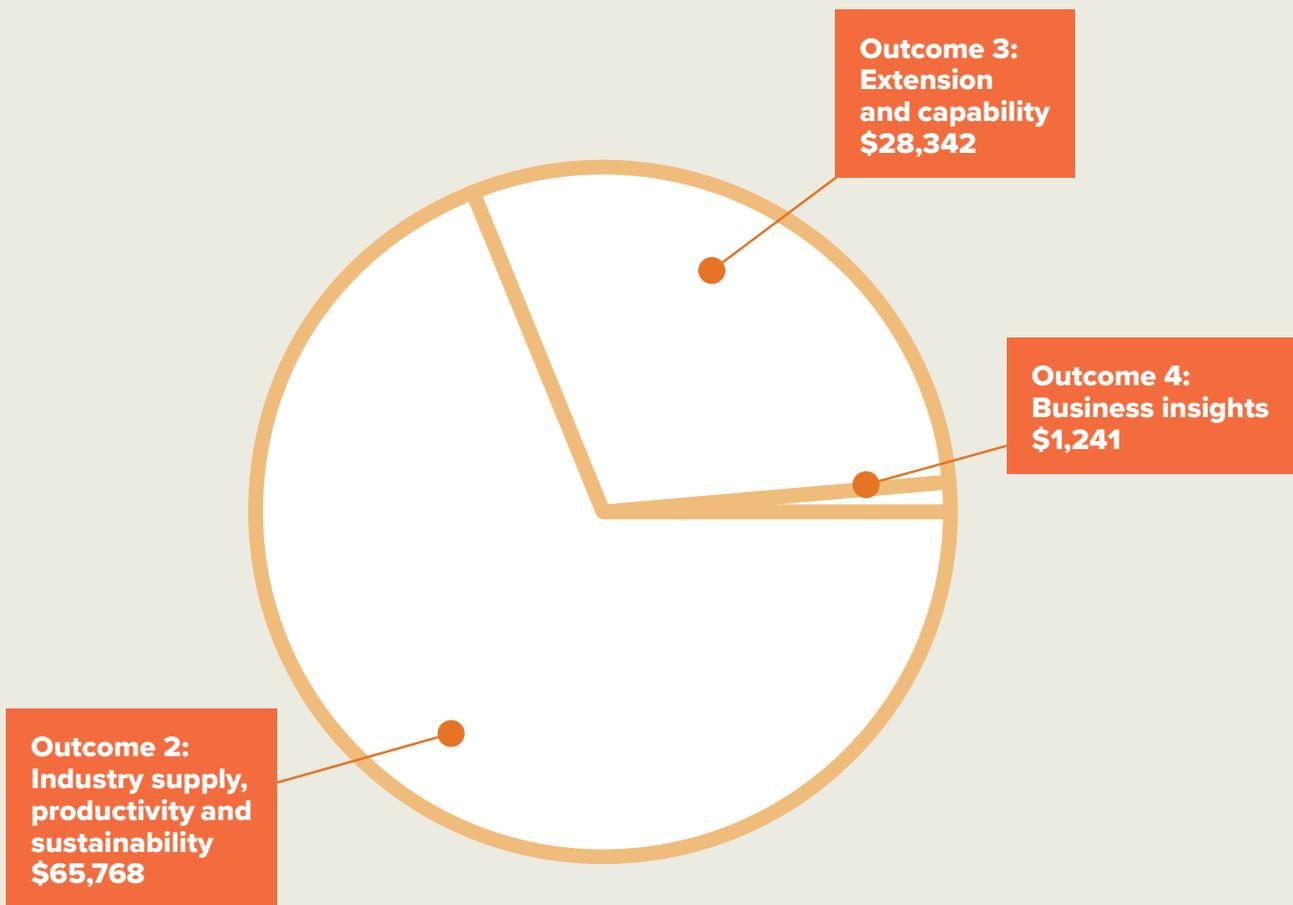


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details*

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 your levy investments.

*These initiatives were delivered outside of the Hort Innovation Persimmon Fund and, in most instances, did not involve the industry levy

Here's how your R&D levy was invested over the year



The persimmon Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Persimmon Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Persimmon Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

Which projects were in each of the SIP outcome areas?

Outcome 1: Demand creation

Demand creation supports the persimmon industry to develop existing and future domestic markets.

Marketing activities during 2021/22 contributed towards the demand creation outcome. You can read more about this year's persimmon marketing campaign on [p10](#).

Outcome 2: Industry supply, productivity and sustainability

The Australian persimmon industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and varieties.

Project title and code	2021/22 investment	Status	More information
Plant Biosecurity Research Initiative – Phase 2 (HA19007)	\$132	Ongoing	
Regulatory support and coordination (pesticides) (MT20007)	\$495	Ongoing	hortinn.com/mt20007
Strategic Agrichemical Review Process (SARP) – Updates (MT21005)	\$3,500	Ongoing	hortinn.com/mt21005
Persimmon industry minor use program (PR16000)	\$438	Ongoing	hortinn.com/pr16000
National persimmon varietal evaluation program 2018-2023 (PR17000)	\$41,203	Ongoing	hortinn.com/pr17000
Diagnosis and management of dieback in persimmon trees (PR21000)	\$20,000	Ongoing	hortinn.com/pr21000

Outcome 3: Extension and capability

Improved persimmon industry capability and an innovative culture maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Persimmon industry communications and extension program (PR20000)	\$28,342	Ongoing	hortinn.com/pr20000

Outcome 4: Business insights

The Australian persimmon industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.

Project title and code	2021/22 investment	Status	More information
Consumer demand spaces for horticulture (MT21003)	\$602	Ongoing	hortinn.com/mt21003
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$143	Completed	hortinn.com/mt21201
Consumer usage and attitude tracking 2022/23 (MT21202)	\$496	Ongoing	hortinn.com/mt21202



Financial operating statement

Persimmon Fund Financial operating statement 2021/22

	R&D (\$)	Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June
OPENING BALANCE	20,712	63,676	84,388
Levies from growers	114,346	76,230	190,576
Australian Government money	61,808	–	61,808
Other income*	357	159	516
TOTAL INCOME	176,511	76,389	252,901
Project funding	103,199	45,276	148,475
Consultation with and advice from growers	1,121	747	1,868
Service delivery	19,297	11,514	30,810
TOTAL EXPENDITURE	123,616	57,537	181,153
CLOSING BALANCE	70,967	80,768	151,735
Levy collection costs	2,641	1,760	4,401

*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?



Hort Innovation developed the persimmon Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the persimmon industry, involving 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 interests of the persimmon industry. 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 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) 2022/23 details how Hort Innovation spends levy funds over 12 months. The persimmon industry SIP guides investment decisions, and our consultation process prioritises investments based on potential impact and levy fund availability.

Hort Innovation publishes Annual Investment Plans each year over the lifespan of the SIP and advises industry stakeholders via various communication channels.

Hort Innovation will continue to report on fund performance regularly, focusing on outcomes and the impact of investments.



Visit www.horticulture.com.au/persimmon-fund-management to view both documents and better understand how Hort Innovation invests your levy.

Ensuring persimmon growers are equipped with vital information

Strong communication and technical support is vital for persimmon growers and other industry participants to be able to make informed decisions for their businesses.

The investment *Persimmon industry communications and extension program (PR20000)* delivers effective and timely communications to ensure Australian persimmon growers and other industry stakeholders are kept up to date with the latest R&D outcomes, marketing activities, and other industry news and information. In communicating R&D, the ultimate goal is to lead to practice change for growers, boosting productivity and profitability.

Delivered by Persimmons Australia, the program produces a range of communications to assist growers and employs a part-time Industry Development Officer responsible for improving the circulation and uptake of information within the industry.

As part of the program, a new webinar series has begun to inform persimmon growers about a range of important topics. The first webinar, 'Pruning Persimmons', featured explanatory videos on pruning 'Grantham Orchards Style' and a radical pruning trial to manage old Fuyus.

Persimmon growers Rod Dalton and Chris Stillard were online to discuss their pruning techniques and answer questions from the audience.

The webinar was extremely successful, with around 35 attendees across 26 businesses participating. There are around 80 persimmon growers in Australia and the high-level engagement in the webinar exceeded expectations and the projects KPI of attendance by 20 per cent of known growers.

An online survey was distributed to gather feedback and attendees rated the webinar as 4.25 out of 5 stars, indicated that it was highly likely that they would apply something they learned during the webinar to their business. Respondents liked how many people had taken an interest in the webinar and suggested that it was a great opportunity to communicate, listen and learn from others – one even saying it was the next best thing to an on-site field trip!

Meet Mark and Damien Silm, persimmon growers

Mark Silm and his son Damien grow apples, peaches, nectarines and persimmons at their property, Cedar Creek Orchard, in southwest Sydney.

They have 50 hectares, with 23 planted out to the various types of fruit. For persimmons, they grow Jiro and Fuyu varieties, with about 4800 trees planted of each variety.

Mark recently participated in Persimmons Australia's webinar on pruning, and we spoke to him about his experience.



Mark and Damien Silm, persimmon growers, Sydney.



Why did you decide to attend the Pruning Persimmons webinar?

You're never too old to learn! Many farmers get stuck in doing what they've always done, but I think it never hurts to see if there is something I can learn. My ideas about pruning and what you should or shouldn't do are based on 40 years of growing persimmons, but when I saw a webinar about pruning, I was keen to attend.

Pruning is one of our most critical jobs, if not the most critical job. How you prune is very important, as this is a key factor in determining crop load. So, we thought, "why not see if there is something new to learn."

We invited our staff to come along too, as we saw the potential for us to learn together, which we wouldn't have been able to do if it wasn't online. Because it was, we could easily say, "okay, let's go inside, turn the TV on and see what we can learn". It was great to be able to engage our staff in this opportunity.

Did you learn anything from the webinar?

It was an opportunity too important to pass up, as pruning is a critical job, and the webinar was timed perfectly for when we were starting to think about it. We learned that we were on the right track with our pruning but did learn some little tips that changed how we approached some of our pruning cuts this year. Based on the discussions, I also thought that if I were to plant more persimmons, I would increase my tree spacing from four to five metres.



*You're never too old to learn!
Many farmers get stuck in doing
what they've always done,
but I think it never hurts to see
if there is something I can learn."*

Mark Silm, persimmon grower, Sydney NSW

What has been the benefit of attending?

Well, we are pruning right now, so we are yet to see the benefit of our change pruning practices on productivity and quality. But we gained greater confidence in our approach to pruning, and with increased confidence comes speed and efficiency.

The staff thoroughly enjoyed the training, and they got a greater understanding of why we prune the way we do. The other great thing is that because it was online, it is still available to watch – so it's easy for us to get a refresher or to show a new staff member.

I'm also looking forward to a follow-up because another persimmon grower, Chris Stillard, decided to make radical changes to some of his trees. I'm really interested to see how they fare. The way this program allows us to learn from each other and share our experiences is invaluable.

Putting more persimmons on Aussie plates

Hort Innovation is responsible for investing the persimmon marketing levy into a range of activities to drive awareness and consideration. Here's a quick look at some of the activities and achievements in 2021/22.

The Persimmons Australia social media campaign was designed to drive awareness for Australian persimmons and inspire consumers to snack on the autumn fruit via engaging social media content targeted at 'independent singles'.

Social media

Social media activity aimed to increase awareness and penetration of the Australian Persimmon season amongst the target audience via an 'always-on' strategy on Facebook and Instagram, sharing one post per channel weekly.

Awareness was prioritised, educating consumers about the autumn fruit and persimmon season. This inspired consumers by displaying mouth-watering usage ideas, encouraging Australians to try simple new recipes and providing snacking ideas improved by incorporating persimmons.



Marketing spotlight

There were 40 posts shared on owned social channels from February to May. The top engaged post on Instagram was a shot of a persimmon cheese platter from last year's content shoot (1,036 engagements, 21 per cent engagement rate) and an image of sliced persimmon and avocado on toast for Facebook (1,408 engagements, 10 per cent engagement rate).

Some highlights of the social media campaign were:

- More than 1,285,000 impressions across Facebook and Instagram (higher than the KPI of 1,200,000 impressions)
- More than 17,000 engagements across Facebook and Instagram, against a KPI of 10,000
- Average engagement rate on Facebook of six per cent and nine per cent on Instagram (against KPIs of four per cent and five per cent, respectively).

Content creation

To help engage fans on Persimmons Australia social channels, food photographer Bonnie Coumbe was commissioned to create a suite of new recipes and imagery designed to excite and inspire consumers with simple yet elegant and playful ways to snack on persimmons.

In 2021/22 the Hort Innovation Marketing function underwent a significant shift in their approach to investing marketing levies. You can read more about this in the 2021/22 Hort Innovation Company Annual Report at www.horticulture.com.au/annual-report-portal.



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 to manage pests, weeds and diseases.

For full details on these activities and links to relevant information, visit hortinn.com/persimmon-minor-use.

Current permits

Below is a list of minor use permits for the persimmon industry, current as of 15 August 2022.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12591 Version 3	Methoxyfenozide (Prodigy) / Persimmons / Leaf roller, yellow peach moth, light brown apple moth and orange fruit borer	29-Jun-11	31-Jul-26	Hort Innovation
PER80374 Version 3	Beta-cyfluthrin (Bulldock) / Custard apple, lychee, mango and persimmon / Various insect pests	01-Oct-15	31-Aug-25	Hort Innovation
PER13933 Version 2	Petroleum oil / Persimmons / Scale insects	01-Jan-13	30-Nov-22	Hort Innovation
PER14779 Version 2	Clothianidin (Samurai) / Persimmons / Mealybug	13-Jul-14	30-Apr-23	Hort Innovation
PER13859 Version 2	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Hort Innovation
PER85550	Alpha-cypermethrin / Persimmons / Fruit fly	14-Jun-18	30-Jun-23	Hort Innovation
PER87067	Sulfoxaflor (Transform) / Persimmons / Mealybugs	03-Apr-19	30-Apr-24	Hort Innovation
PER87599	Difenoconazole (Score) / Persimmon / Cercospora leaf spot and leaf spot	07-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

Continued

Minor use permits

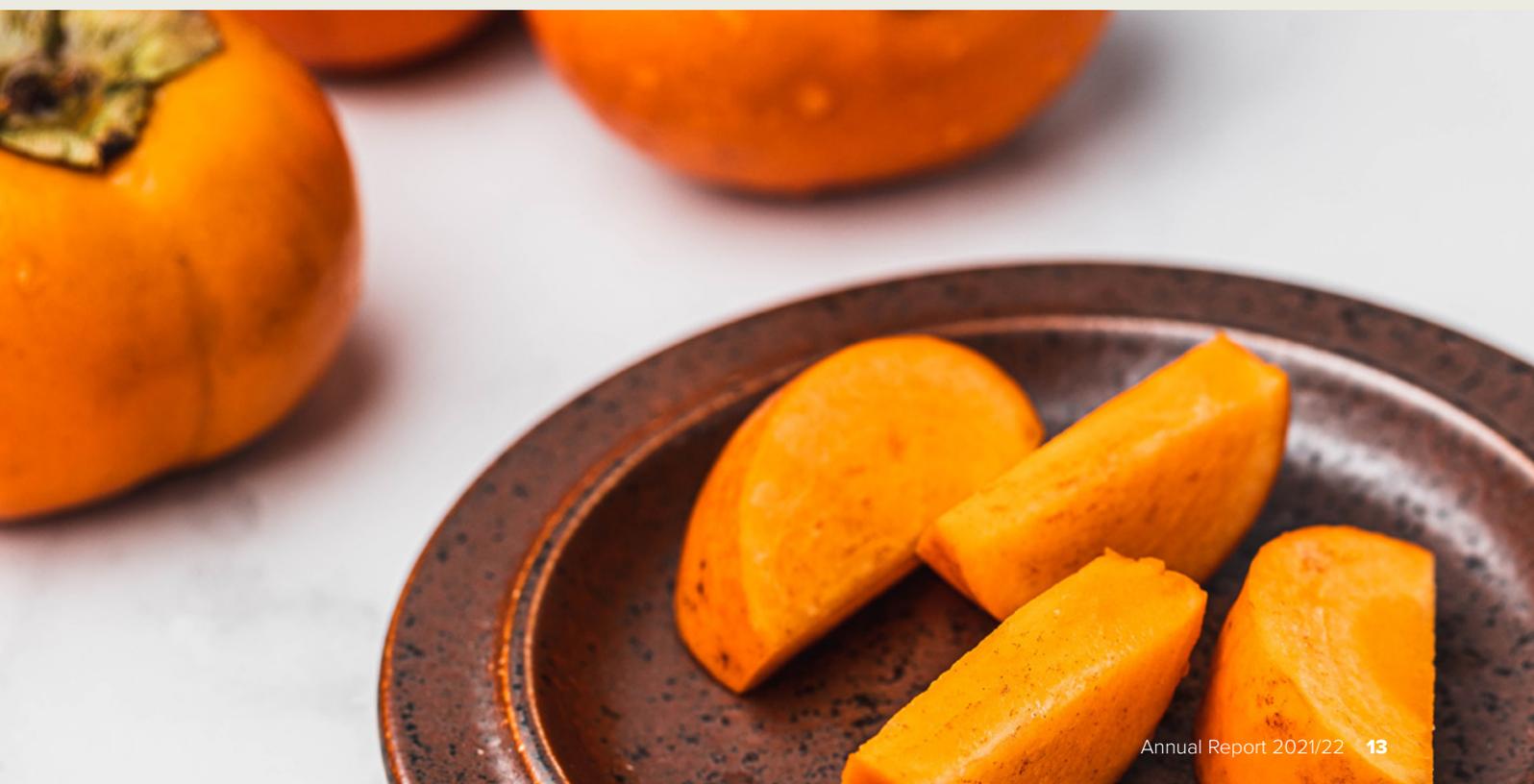
Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
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	01-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 (<i>Spodoptera frugiperda</i>)	10-Apr-20	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Various including persimmon / Fall armyworm	06-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

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 2022-2026 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.

Hort Innovation

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