

What happened in the Pineapple Fund last year?

Annual Report 2021/22



About Hort Innovation and the Pineapple Fund

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the pineapple R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Pineapple Fund. We're proud of the work we do to help drive productivity, profitability, and demand for pineapple growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Pineapple 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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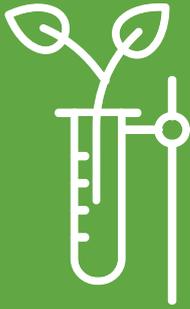
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Pineapple Fund snapshot 2021/22



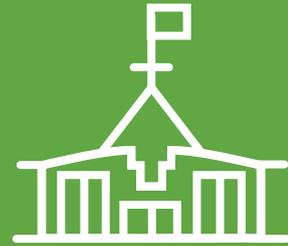
\$140,155

invested in R&D



\$72,460

invested in marketing



\$268,492

in levies collected

by the Government and passed on to Hort Innovation for investment

Industry facts



\$46.8M

In 2020/21, 71,084 tonnes of pineapple were produced, valued at \$46.8 million



34%

34 per cent of pineapples grown in Australia were sent to be processed (primarily tinned or juiced)



99%

The majority of Australia's pineapple production happens in Queensland (99 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.

Consumer insights



4.1x

Australian households purchased pineapples 4.1 times a year on average in 2021/22



3.1 million

3.1 million Australian households purchased pineapple in 2021/22

These insights were made available through the Harvest to Home platform (www.harvesttohome.net.au) delivered as part of an investment providing regular consumer behaviour data and insight reporting.

Just some of the things delivered for you during the year



An integrated crop protection program to support growers in adopting best management practices on-farm – see hortinn.com/pi17001



Ongoing work to deliver new varieties with improved traits for growers and consumers via the industry's breeding and evaluation program – see [p8](#) for more details



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



A domestic marketing program – see [p10](#) for more details



The pineapple Harvest to Home dashboard providing regular household purchase data and insight reporting at www.harvesttohome.net.au



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*

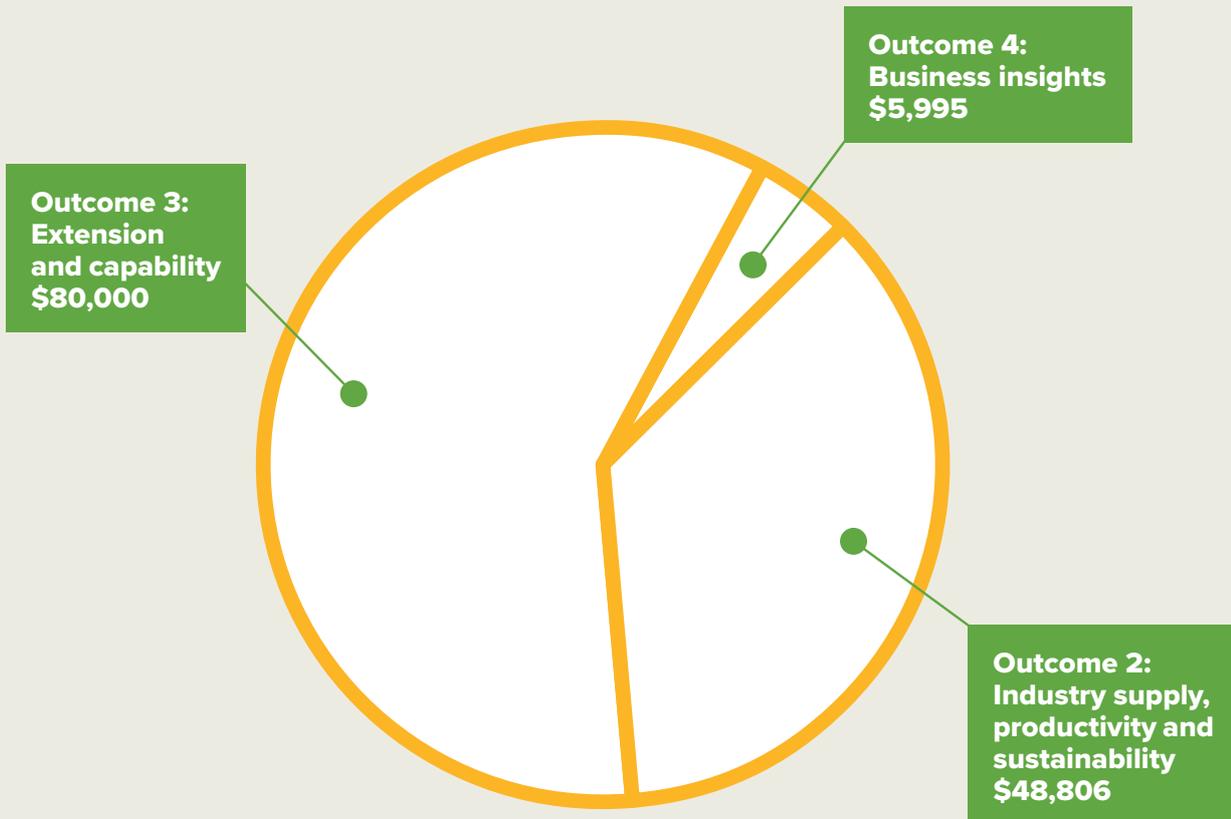


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details*

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

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



The pineapple Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Pineapple 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 Pineapple 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 Australian pineapple 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 pineapple marketing campaign on [p10](#).

Outcome 2: Industry supply, productivity and sustainability

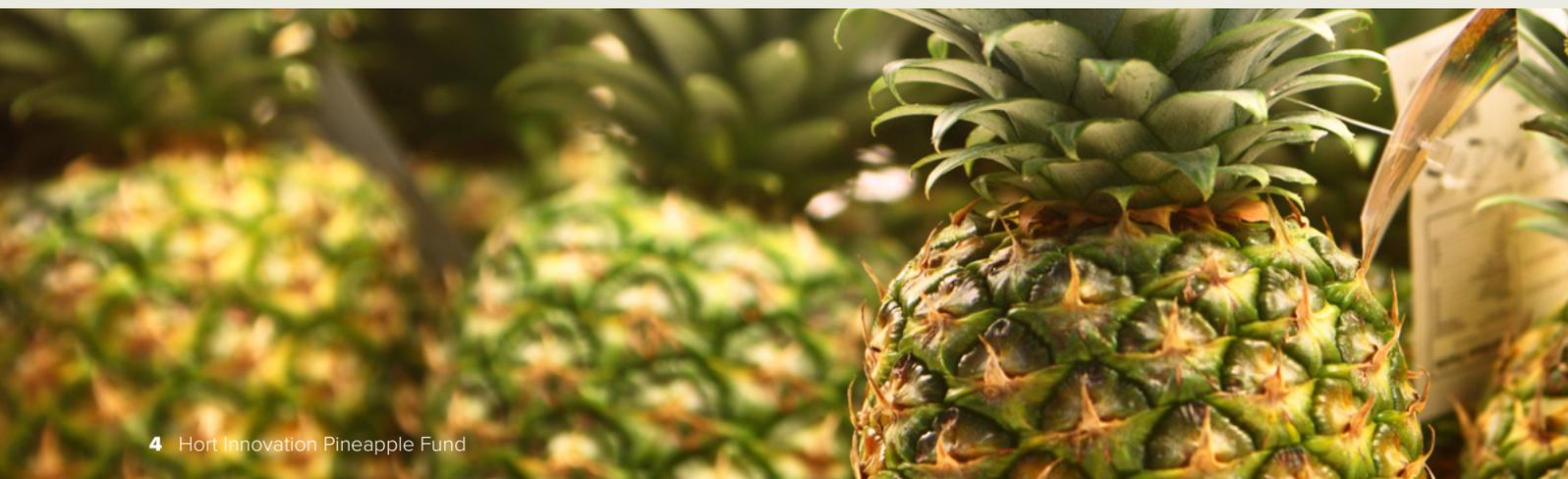
The Australian pineapple industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable BMPs and varieties.

Project title and code	2021/22 investment	Status	More information
Plant Biosecurity Research Initiative – Phase 2 (HA19007)	\$271	Ongoing	
Regulatory support and coordination (pesticides) (MT20007)	\$1,036	Ongoing	hortinn.com/mt20007
Pineapple industry minor use program (PI16000)	\$700	Ongoing	hortinn.com/pi16000
National pineapple breeding and evaluation program (PI17000)	\$46,799	Ongoing	hortinn.com/pi17000

Outcome 3: Extension and capability

Building capability and an innovative culture in the Australian pineapple industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Pineapple integrated crop protection program (PI17001)	\$80,000	Ongoing	hortinn.com/pi17001





Outcome 4: Business insights

The Australian pineapple 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)	\$1,087	Ongoing	hortinn.com/mt21003
Consumer behavioural data program (MT21004)	\$2,201	Ongoing	hortinn.com/mt21004
Seasonal horticulture labour accommodation study (MT21007)	\$381	Ongoing	
Economic contribution of Australian horticulture (MT21010)	\$1,169	Ongoing	hortinn.com/mt21010
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$260	Completed	hortinn.com/mt21201
Consumer usage and attitude tracking 2022/23 (MT21202)	\$897	Ongoing	hortinn.com/mt21202

Financial operating statement

Pineapple Fund Financial operating statement 2021/22

	R&D (\$)	Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June
OPENING BALANCE	205,434	65,481	270,914
Levies from growers (net of collection costs)	184,820	83,672	268,492
Australian Government money	82,876	–	82,876
Other income*	6,091	101	6,193
TOTAL INCOME	273,787	83,773	357,561
Project funding	140,155	72,460	212,615
Consultation with and advice from growers	638	425	1,064
Service delivery	24,959	16,626	41,586
TOTAL EXPENDITURE	165,752	89,512	255,264
CLOSING BALANCE	308,281	57,191	365,472
Levy collection costs	5,188	2,551	7,739

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



Hort Innovation developed the pineapple Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the pineapple industry, involving extensive consultation with pineapple growers and industry stakeholders, including Growcom. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The pineapple SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the pineapple industry. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The pineapple 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 pineapple Annual Investment Plan (AIP) 2022/23 details how Hort Innovation spends levy funds over 12 months. The pineapple 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/pineapple-fund-management to view both documents and better understand how Hort Innovation invests your levy.

New varieties of pineapple are on their way to deliver delicious fruit

A long-term breeding program for the pineapple industry is improving traits such as eating quality

The investment *National pineapple breeding and evaluation program* (PI17000) is working towards the release of new pineapple varieties suited to Australia's key pineapple growing regions. There is a focus on developing and evaluating high-yielding varieties with improved disease resistance and flowering control, as well as improved fruit consistency and quality, to meet the needs of both growers and consumers.

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

Meet Nathan and Rhiannon Stevens, pineapple growers

Nathan and Rhiannon are second-generation pineapple growers from Lake Mary Pines in Yeppoon, Queensland. Each year they plant 1.5 million pineapple plants and ratoon 700,000 plants, that's over 2.2 million pineapples a year on their 340 acre property.

Through the levy-funded pineapple breeding and evaluation program, Nathan and Rhiannon have had breeding lines planted on their property which have just been harvested. Dr Garth Sanewski is a QDAF plant breeder involved in the program, and he discussed with them the pineapple traits the industry is looking for. These traits are being selected for within the pineapple industry breeding program. When the new breeding selections were ready, the Lake Mary Pine staff planted out the lines to evaluate them under standard growing conditions.



Nathan and Rhiannon Stevens, pineapple growers, Yeppoon, Queensland.



Garth involved Nathan and Rhiannon in the evaluation work by asking them what they thought about what they were seeing in the paddock, and they also participated in assessments such as flavour testing, fruit shape, size and appearance. Garth then went away with about 50 crosses selected from the Lake Mary Pines plantings to continue working with the best lines in the breeding program.

Nathan and Rhiannon said that “it takes time to breed pineapples as each crop is two years, but we are definitely excited about the opportunities for future lines of these varieties.”

What varieties are you currently growing on your property?

“This year we are introducing the Aus Carnival variety, which is a variety from the previous plant breeding program also run by Garth – as we said it takes time to get the varieties to commercial stage. Our Aus Carnival plants will be arriving soon, and we are excited about this fruit. It promises to fit in really well in with our cycles in Yeppoon and we are aiming to use this variety to respond to a window of high demand and low supply.



It takes time to breed pineapples as each crop is two years, but we are definitely excited about the opportunities for future lines of these varieties.”

Nathan and Rhiannon, pineapple growers, Yeppoon, Queensland

As we said Aus Carnival, along with Aus Jubilee and Aus Festival, are all lines from the previous breeding program that are proving to be well accepted into the market these days with their high eating quality and appearance.”

What future benefits do you think this program will bring?

“We need to continue with the current program as the latest 50 selections from the recent plantings will need a few more years to see how they grow out. We see a lot of potential and great eating quality in what has been selected to go forward with.”

Helping Aussies add sunshine to their meals with Australian pineapples

Hort Innovation is responsible for investing the pineapple 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.

In 2021/22, the Australian Pineapples marketing campaign was focused on driving awareness and inspiring consumers to consider pineapples during their grocery shop planning process. The goal was to shift pineapple from an infrequent purchase to a shopping list staple for the target audience of 'independent singles' aged 35-55. The campaign centred on creating compelling pineapple-inspired content designed to cut through cluttered social media feeds via an 'always-on' approach.

Content creation and recipe development

Food photographer Bonnie Coumbe was commissioned to create recipes to excite and inspire consumers with simple and interesting ways to enjoy Australian pineapple to grow awareness and consideration. Key insights suggest that pineapple as a snacking option is appealing to the 'independent single' persona. To target this audience, two new pineapple recipes were created: 'pineapple nachos' and a 'pineapple and ginger granita'. These recipes were accompanied by high-quality imagery and a video showcasing simple snacking ideas featuring fresh Australian pineapples.

Social media

The 'always-on' social media campaign was designed to increase awareness and consideration of Australian pineapples and encourage purchase among targeted audiences on Facebook and Instagram.

The recipes created by Bonnie were shared, and content was developed to educate consumers about Australian pineapple, selection and storage tips, and ways to enjoy the fruit throughout the year.



Marketing spotlight

There were 64 posts shared on the Australian Pineapples social channels during the campaign. The top engaged posts were the 'vegan pineapple' and 'coconut yoghurt bark' on Instagram, which achieved an engagement rate of 21 per cent and 889 engagements. The 'pork pineapple burger' received 1,612 engagements and an engagement rate of 10 per cent on Facebook. Five of the posts during the campaign were videos, with the most popular being the new 'pineapple snacking ideas' stop-motion video, which achieved some 101,000 impressions and reached 94,000 people on Instagram and Facebook.

The social media campaign achieved:

- Over two million impressions across Facebook and Instagram (higher than the KPI of two million impressions)
- Over 36,000 engagements across Facebook and Instagram, currently at 91 per cent of the total KPI of 40,000
- Average engagement rate on Facebook of four per cent (KPI > four per cent) and 10 per cent (KPI > 8 per cent) on Instagram, showcasing content that resonated with the audience.

Brand partnership

Australian Pineapples benefited from a first-time partnership with News Corp, with home page takeovers, simple usage applications and recipes on Taste.com.au, Australia's top food website.

The brand partnership resulted in some 205,400 impressions across the site from inclusions such as the Taste TV package with pre-roll, social video and surrounding media, homepage takeovers, and standard display across [Taste.com.au](https://www.taste.com.au).

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

Together these efforts provide industry access to safe, relevant and effective chemicals to manage pests, weeds and diseases.

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

Current permits

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

Permit ID	Description	Date issued	Expiry date	Permit holder
PER87066	Dimethoate / Pineapple / Pineapple red mite and flat mite	01-Mar-19	31-Mar-24	Hort Innovation
PER12450 Version 7	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	30-Nov-25	Hort Innovation
PER14953	Ethephon / Pineapple (fresh market) / Fruit ripening	18-Dec-14	25-Dec-24	Growcom
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER81856 Version 5	Diuron / Pineapples / Weeds as per Diuron label	16-Jun-16	31-Jul-27	Queensland Fruit & Vegetable Growers
PER81805 Version 2	Abamectin / Pineapple / Pineapple flat mite	02-Aug-16	31-Jul-25	Hort Innovation
PER81901 Version 2	Sulfoxaflor (Transform) / Pineapple / Pineapple mealybug	24-Aug-16	28-Feb-23	Hort Innovation
PER81900 Version 2	Spirotetramat (Movento) / Pineapple / Pineapple Mealybug suppression <i>Please note: Use now registered on the Movento label</i>	17-Dec-16	30-Sep-22	Hort Innovation
PER83873 Version 2	Phosphorous acid / Pineapple planting material (pre-plant dip) / <i>Phytophthora</i> heart and root rot	22-Feb-18	28-Feb-26	Hort Innovation
PER89241	Spinetoram / Various including tropical fruit – inedible peel / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

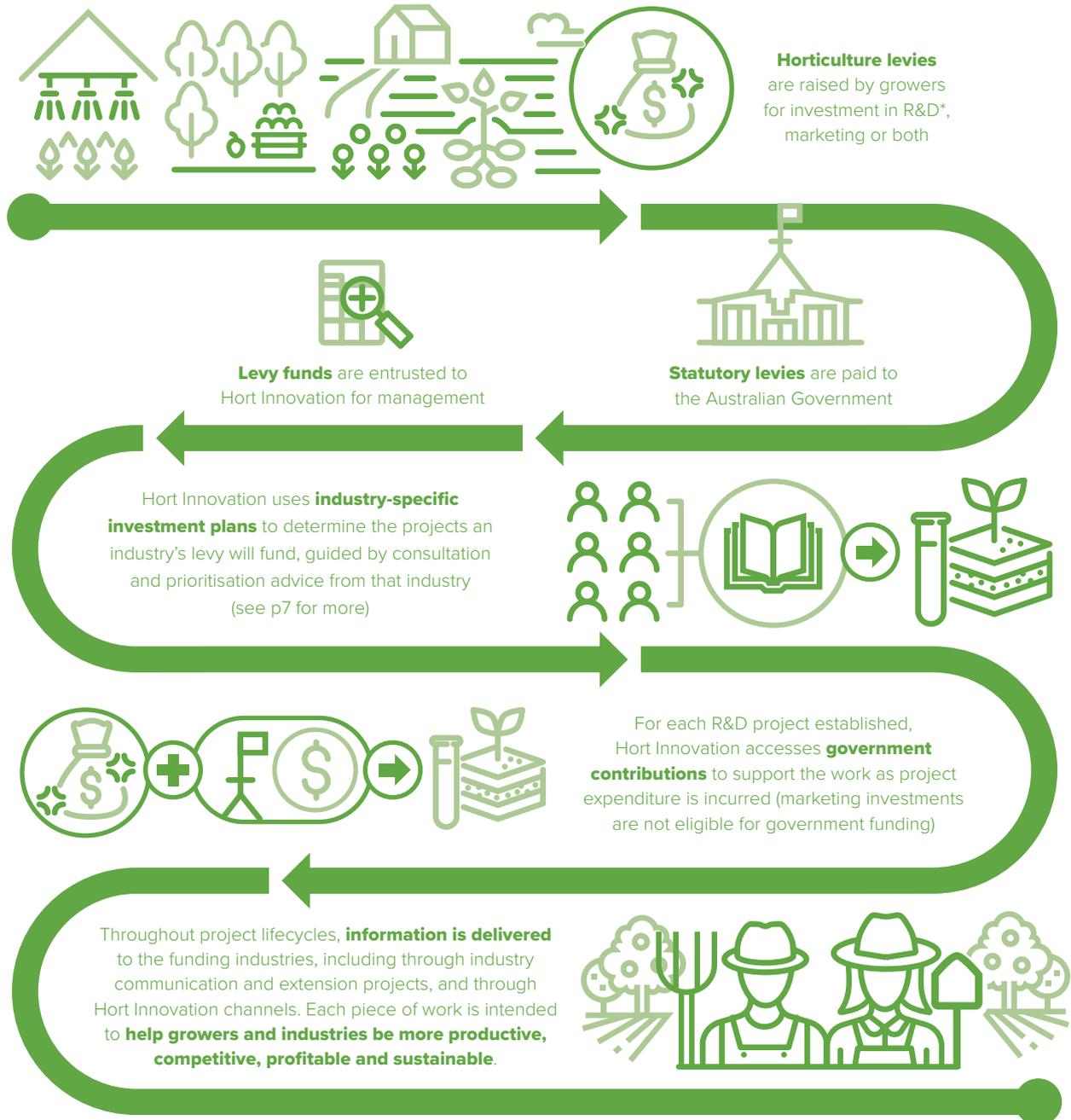
Keep up to date!

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 Pineapple Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The pineapple R&D and marketing levies were invested this way during the year, guided by the pineapple Strategic Investment Plan 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 Pineapple Fund, visit www.horticulture.com.au/pineapple. During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy 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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