

Avocado Fund Annual Investment Plan 2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Avocado Fund in 2023/24 can be found below. Each year, avocado industry representatives meet as advisory panels to discuss investment recommendations in line with the avocado Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The Avocado Market Development Advisory Panel and Production RD&E Advisory Panel met on the May 15 and 16, 2023 respectively, to provide advice on, and prioritise recommendations on investments in 2023/24. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the avocado Annual Investment Plan (AIP) 2024/25.

Table 1. Avocado production RD&E advisory panel prioritised investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
1	Intersessional irregular bearing	2. Industry Supply, productivity and sustainability	O2S2 Orchard management
2	The way forward for Irregular Bearing	2. Industry supply, productivity and sustainability	O2S2 Orchard management
3	Improving avocado irrigation efficiency and effectiveness in Australia	2. Industry supply, productivity and sustainability	O2S6 Systems research
4	Pathway to long term sustainability of avocado production in Australia	1. Demand creation 2. Industry supply, productivity and sustainability 4. Business insights	O1S1 Consumer demand O1S2 Consumer demand international O2S2 Orchard management O4S3 Production forecasts
5	Nuffield Scholarships	3. Extension and capability	O3S3 Industry Leadership
*	Strategic Agrichemical Review Process (SARP) 2023 updates	2. Industry supply, productivity and sustainability	O2S7 SARP

Note * This is a foundational investment required to support data generation of agricultural permits and therefore does not require advice.

Table 2. Avocado market development advisory panel prioritised investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
1	FY24 Avocado Domestic Marketing Program	1. Demand creation	O1S1 Consumer demand
2	Avocado Market Access and Trade Development Project (2024-29)	1. Demand creation	O1S2 Consumer demand International O1S3 Market Access O1S4 Technical access O1S5 Food Service O1S6 Joint business planning
3	Avocado Retail Education FY24	1. Demand creation	O1S1 Consumer demand
4	Avocados eLearning Platform	1. Demand creation	O1S2 Consumer demand international
5	Educating health care professionals on the health and nutrition benefits of avocados phase 2	1. Demand creation	O1S1 Consumer demand
6	Avocado International Consumer Communication Research FY24 R&D	1. Demand creation 4. Business Insights	O1S2 Consumer demand international O4S1 Consumer Insights
7	Avocado consumption rates for optimal health outcomes	1. Demand creation	O1S1 Consumer demand O1S5 Food Service
8	Avocado industry export trade data market pricing 2023-2028	1. Demand creation 4. Business Insights	O1S6 Joint business planning O4S1 Consumer Insights O4s2 Trade Data
9	Avocado Communication Testing Domestic Research FY24 R&D	1. Demand creation 4. Business Insights	O1S1 Consumer demand O4S1 Consumer Insights
10	International Avocados Gulfood Tradeshow - FY24	1. Demand creation	O1S2 Consumer demand International
11	Avocado Thailand Launch Activities	1. Demand creation	O1S2 Consumer demand International
12	Avocado Claims Testing Domestic Research FY24 R&D	1. Demand creation 4. Business Insights	O1S1 Consumer demand O4S1 Consumer Insights
13	Avocado Japan Supermarket Tradeshow	1. Demand creation	O1S2 Consumer demand International

Current contracted R&D and marketing projects

Current contracted projects in the Avocado Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the avocado SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted R&D project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
AM21000	Serviced Supply Chains - Phase 2	58,683	228,444	228,444	228,444
AM22000	Australian Horticultural Market Access Research Partnership		296,500	200,000	100,000
AV16002	Avocado Minor Use Permits	2,050	4,400	4,400	4,400
AV16005	Maximising yield and reducing seasonal variation	395,847			
AV16007	Improving avocado orchard productivity through disease management	100,000			
AV17005	Avocado industry development and extension	306,665			
AV17006	Avocado industry capacity building - Western Australia	66,000	63,000		
AV18000	Implementing best practice of avocado fruit management and handling practices from farm to ripening DC	143,393			
AV18003	Avocado industry communications	130,253			
AV18007	Avocado sunblotch viroid survey	56,871			
AV19000	Investigation into Citrus blossom bug in avocados	20,851	48,494		
AV19002	IPM for six-spotted mite in avocado	78,600			
AV19003	Monitoring avocado quality at retail	171,682			
AV19005	Understanding the mode of action of phosphite in Avocado for enhanced management of Phytophthora root rot.	70,000	15,000		
AV20000	Avocado Industry data capture and Analysis	164,811	257,486		
AV20003	Educating health professionals on the nutrition & health benefits of Avocados	204,304	220,592		

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
AV20004	Avocado Market Access and Trade Development	339,829	191,967		
AV20800	IP Recovery Costs		2,000	2,000	2,000
AV21002	Avocado Industry Biosecurity Strategy 2021-2026	100,824	383,468	253,190	332,018
AV21003	Avocado Industry Biosecurity Capacity and Capability Building	178,270	256,540	388,810	170,768
AV21004	Avocado Industry Communications Program	185,239	377,927	387,741	395,090
AV21005	Growing Robust Avocados	362,538	362,538	362,538	395,496
AV21006	Advancing the delivery of national mapping applications and tools	232,476	232,478		
AV21800	Legal Costs	5,520	7,000	7,000	7,000
AV22000	Avocado Market Research	134,336			
AV22001	Avocado Irregular bearing project review and strategy development	49,600			
AV22002	Study to review automation opportunities within the avocado production system	32,700	98,100	32,700	
AV22003	Avocado pest and disease technical workshop	8,445			
AV22004	Avocado Industry Benchmarking	296,000	197,333	197,333	197,333
AV22005	Avocado Foodservice Research & Strategy	71,000			
AV22006	Avocado FY23 Retail Education	249,985			
AV22007	Avocado Communication Creative Testing	25,500			
AV22008	Evaluation of irradiation as a postharvest phytosanitary measure for Australian avocados	19,699	52,229	27,968	
AV22009	International - Avocados - GulFood Trade Show - FY23	50,000			
AV22010	Avocado Communication Qualitative Research	24,660	9,864		
AV22011	Monitoring Avocado supply chain quality	185,905	369,632	369,632	369,632

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
AV22012	Avocado Industry R&D Co-Ordinator Role		238,920	215,652	233,834
AV22013	International Avocado Gulfood Tradeshow - FY23	50,000	50,000	50,000	
AV22017	International E-Learning - Retail Program (R&D)	36,000			
AV22018	International - Avocados - Evaluation Mission - FY23		70,000	30,000	50,000
AV23001	Project Evaluation - AV20004 Avocado Market Access and Trade Development		26,880		
AV23002	Avocados Asia Fruit Logistica - FY24		100,000		
AV23006	Avocado Japan Supermarket Tradeshow		100,000	100,000	
HA19007	PBRI Phase 2	3,000			
MT14052	Essential Market Access data Packages	133,262			
MT17003	Review of the Biosecurity Plan - Avocado and Mango	13,694			
MT20007	Regulatory Support & Response Co-ordination	15,055	7,527	11,290	
MT20008	Industry Specific Impact Assessment		34,125	17,500	17,500
MT21003	Consumer Demand Spaces for Horticulture	14,164			
MT21004	Consumer Behavioural Retail Data	47,811	46,771	46,771	46,771
MT21007	Seasonal Horticulture Labour Accommodation Study	11,508			
MT21008	National Bee Pest Surveillance: Transition Program			74,446	
MT21010	Economic Contribution of Australian Horticulture	1,115			
MT21011	Foodservice foundational market insights	5,551			
MT21015	Horticulture Impact Assessment Program	9,236	9,236	11,084	
MT21017	Improving Fruit and Banana Spotting Bug control	246,677	119,829	80,636	132,053
MT21018	Phenomenon resources	11,248	7,483		
MT21019	Ehrenberg-Bass Capability Program	17,500			

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT21201	Pilot Program - Consumer Usage & Attitude and Brand Tracking	1,128			
MT21202	Consumer Usage & Attitude Tracking - FY22/23	13,188	13,064		
MT22000	Hort Innovation Fund Annual Reports 2021/22		4,091	4,091	
MT22001	2022 Asia Fruit Logistica RD	50,000			
MT22003	Nuffield Scholarships	5,000	38,200		10,800
MT22005	Horticultural Trade Data 2022-2025	4,422	4,577	4,737	
MT22200	Comms Evaluation Modules - FY23	9,600	2,400		
MT23000	Chemical Residue Report to Support Australia's Country Recognition Arrangement (CRA) with Indonesia		1,250		
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates		8,800		
PH16002	Managing flies for crop pollination (Hort Frontiers)	129,367	109,428		
PH19007	Avocado eDNA pollination PhD (Frontiers Pollination Fund)	11,000	16,000		
ST17000	Generation of data for pesticide applications in horticulture crops	-49,400			
ST18003	Plant Biosecurity Research Initiative PBRI Program		3,500	3,500	3,500
ST21007	Australian Horticulture International Demand Creation	7,313			
ST22001	Generation of Data - Crop Protection 2022	23,386	11,694		
Total		5,343,361	4,698,767	3,111,463	2,696,639

Table 4. Current contracted marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
AV21503 (MT17020)	International Avocados FY22 Singapore & Malaysia	50,000			
AV21600	Avocado Media FY22 H2	68,093			
AV21601	Avocado radio activation FY22	8,000			
AV21602	Avocado Media FY22 H2	14,181			
AV21611	Our Green Gold Creative, PR & Social FY22 campaign	65,160			
AV21612	FY23 Q1 (Jul - Sep) Always On Social	35,000			
AV21613	Avocado Recipe Development and Shoot	35,000			
AV21620/MT20620	Australian Avocado Website Mangement	11,700			
AV21800	IP Recovery Costs	-545			
AV22502	Avocado FY23 Co-Branded Partnership (EXP Only)		100,000		
AV22503	Avocado Website Admin and Maintenance Support for FY23 Marketing	11,940			
AV22600	Avocado Media FY23 Q1 (Jul-Sep)	1,127,923			
AV22601	FY23 (Oct - Jun) Avocados Paid Media	860,613			
AV22610	National Avocado Day PR & Social	154,000			
AV22611	Avocados FY23 Creative, PR and Social	480,000			
AV22630	Avocado Q5 Shopper Activity	11,775			
AV22640	International Avocados Japan FY23	200,000			
AV22641	International Avocados Hong Kong FY23	200,000			
AV22642	International Avocado Marketing Program - FY23	750,000			
AV22643	International Avocado Marketing	400,000	400,000		

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
	Program - FY24				
AV23500	Avocados FY24 Domestic Marketing Adhoc Opportunities, Storage and Printing		20,000		
AV23502	Avocado FY24 Shopper POS Ad Hoc (EXP only)		50,000		
AV23601	Avocado FY24 Paid Media		2,222,000		
AV23610	Avocados FY24 PR and Social		400,000		
AV23611	Avocados FY24 Creative Development and Production - Consumer and Shopper		778,000		
MT20600	Media Strategy Planning & Buying Services (Retainer)	174,808	210,938		
MT20600	Media Strategy Planning & Buying Services (Performance)	27,267	50,766		
Total		4,684,915	4,231,704		

Financial statements

Financial statements for the R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

View the current and most up-to-date financial statements for the Avocado Fund at the Hort Innovation website [here](#).

Table 5. Avocado R&D levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	4,432,002	4,783,029	1,163,519	182,628
Levies from growers	3,349,201	3,940,000	3,710,000	4,920,000
Commonwealth funds	3,142,954	7,549,510	4,681,291	4,895,408
Other Income	149,318	20,000	21,000	22,050
Total Income	6,641,473	11,509,510	8,412,291	9,837,458
Project funding ¹	5,343,359	9,302,854	6,914,263	5,579,203
Available for Investment	-	3,500,000	1,000,000	2,700,000
Grower consultation and advice	41,104	64,530	64,530	64,530
Service delivery	901,444	2,231,635	1,383,790	1,447,083
Total matched expenditure	6,285,907	15,099,019	9,362,583	9,790,816
Closing balance	4,783,029	1,163,519	182,628	198,058
Federal Government levy collection costs	4,539	30,000	30,600	31,212

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Avocado marketing levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	1,748,246	1,328,579	293,989	268,977
Levies from growers	5,159,485	6,110,000	5,760,000	7,648,000
Other Income	59,301	10,000	10,500	11,025
Total Income	5,218,786	6,120,000	5,770,500	7,659,025
Project funding ¹	4,684,915	5,459,704	-	-
Available for Investment		380,000	4,700,000	6,300,000
Grower consultation and advice	56,151	112,445	112,445	112,445
Service delivery	890,322	1,157,441	935,817	1,246,949
Total expenditure	5,631,388	7,109,590	5,748,262	7,659,394
Closing balance	1,328,579	293,989	268,977	218,995
Federal Government levy collection costs	7,065	45,000	47,250	49,613

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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