

# Citrus Fund Annual Investment Plan 2023/24



## Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Citrus Fund in 2023/24 can be found below. Each year, citrus industry representatives meet as advisory panels to discuss investment recommendations in line with the citrus 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 citrus R&D and marketing advisory panel met on 24 May 2023, to discuss, 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 citrus Annual Investment Plan (AIP) 2024/25.*

**Table 1. Citrus R&D investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1.	Citrus Market Development and Quality Program 2024	1. Protect the production base 2. Market optimisation  4. Business insights	O1S6. Food Safety  O2S1. Technical market access O2S2. Business engagement O2S3. Consumer demand international O4S1. Export development opportunities O4S2. Production forecasts O4S3. Market intelligence O4S4. Consumer insights
2.	Social licence for eradication tree removal	1. Protect the production base	O1S1. Biosecurity preparedness
3.	Albedo breakdown prediction	1. Protect the production base	O1S7. Postharvest practices
4.	Breeding new rootstocks for the Australian citrus industry	1. Protect the production base	O1S2. Variety availabilities
5.	Competitive citrus orchard systems	1. Protect the production base	O1S8. Automation technology
6.	Growing our Leaders	3. Communication, extension and capability	O3S2. Leadership initiatives
7.	Improving Australia's ability to respond to citrus tristeza virus	1. Protect the production base	O1S9. Integrated Pest and Disease Management
*	Chemical Residue Report to Support Australia's Country Recognition Arrangement (CRA) with Indonesia	2. Market optimisation	O2S1. Technical market access
*	Co-design Independent Facilitator CT22002	1. Protect the production base 2. Market optimisation  4. Business insights	O1S6. Food Safety  O2S1. Technical market access O2S2. Business engagement O2S3. Consumer demand international O4S1. Export development opportunities O4S2. Production forecasts O4S3. Market intelligence
*	Mid-term evaluation of CT20006	1. Protect the production base	O1S1. Biosecurity preparedness

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

**Table 2. Citrus marketing investment recommendations in 2023/24**

<b>Priority</b>	<b>Investment</b>	<b>Outcome</b>	<b>Strategy</b>
1	International Citrus Marketing Program – FY24 and FY25	2. Market optimisation	O2S4. Consumer demand international
2	Citrus (Oranges) domestic campaign FY24/FY25	2. Market optimisation	O2S4. Consumer demand domestic
3	Asia Fruit Logistica FY24 International Citrus Marketing Program – FY24 and FY25	2. Market optimisation	O2S2. Business engagement O2S1. Consumer demand international

## Current contracted R&D and marketing projects

Current contracted projects in the Citrus Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the citrus 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
<a href="#">CT16000</a>	Citrus Industry Minor Use Program	350	2,000	2,000	2,000
<a href="#">CT17002</a>	Evaluation of new rootstocks for the Australian Citrus Industry 2017-22	32,363			
<a href="#">CT17006</a>	Evaluation of new citrus varieties 2017-2022	171,704			
<a href="#">CT17007</a>	Improving diagnostics and biosecurity for graft-transmissible diseases in citrus	99,196			
<a href="#">CT18002</a>	Citrus market development, market access and quality	454,340	1,380,958		
<a href="#">CT18004</a>	Breeding new rootstocks for the Australian Citrus industry	5,684	48,174		
<a href="#">CT19002</a>	Afourer mandarin best practice canopy management	78,246	78,246		
<a href="#">CT19003</a>	Australian Citrus Postharvest Program	66,522	146,663		
<a href="#">CT19004</a>	Reducing the risk of illegally imported citrus budwood	41,300	19,600	37,438	37,587
<a href="#">CT19005</a>	Reducing granulation in the production imperial mandarins	14,596	29,108		
<a href="#">CT19009</a>	Integrated pest management of citrus gall wasp and Fuller's rose weevil	116,906	189,971		
<a href="#">CT19011</a>	Australian Citrus IPDM Extension Program	144,975	119,889	133,882	
<a href="#">CT20000</a>	Citrus Market Access Technical Forums		35,673		
<a href="#">CT20003</a>	Huanglongbing management and preparedness in Asia and Australia	60,000	120,000	120,000	

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
<a href="#">CT20005</a>	Managing Microbial food safety risks in the Citrus Industry	151,518	105,000		
<a href="#">CT20006</a>	Citrus industry biosecurity preparedness strategy	175,900	351,800	351,800	351,800
<a href="#">CT20008</a>	Integrated disease management of black core rot in citrus	77,961	112,583	86,372	138,457
<a href="#">CT20009</a>	Integrated disease management of citrus black spot and Emperor brown spot	117,933	117,933	117,933	191,899
<a href="#">CT21000</a>	Citrus Communications program	124,431	373,293	248,862	248,860
<a href="#">CT21001</a>	Australian Citrus Breeding program	242,180	242,180	242,180	242,180
<a href="#">CT21002</a>	Protecting Australia's Citrus Genetic Material	75,423	75,351	78,866	81,666
<a href="#">CT21004</a>	Scientific review for classification of unsweetened juice in the Australian Dietary Guidelines	136,502	6,824	15,925	
<a href="#">CT21005</a>	Improving Australia's ability to respond to graft transmissible citrus diseases	273,145	470,698	412,292	402,781
<a href="#">CT21006</a>	Citrus industry health and nutrition education program	134,369	128,024	94,289	
<a href="#">CT22000</a>	Evaluation of new citrus varieties	197,400	49,350	180,950	180,950
CT22001	Evaluation of new rootstocks for the Australian Citrus Industry 22-27	231,000	107,800	69,300	69,300
<a href="#">FF18003</a>	Port Augusta Qfly SIT Factory Pilot operation	74,107			
<a href="#">FF20000</a>	National Fruit Fly Council	8,000	16,000	16,000	16,000
HA19007	Plant Biosecurity Research Initiative PBRI Program	3,137			
<a href="#">MT14052</a>	Essential market access data packages	157,986			
<a href="#">MT17006</a>	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa		35,222		

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
<a href="#">MT18005</a>	Improving plant industry access to new genetics through faster and more accurate diagnostics using Next Generation Sequencing (NGS)	15,000	15,000		
<a href="#">MT20007</a>	Regulatory Support & response Coordination (pesticides)	13,492	6,746	10,118	
<a href="#">MT21003</a>	Consumer Demand Spaces For Horticulture	13,194			
<a href="#">MT21004</a>	Consumer Behavioural Retail Data	23,702	23,134	23,134	23,134
<a href="#">MT21005</a>	Strategic agrichemical review process	7,500			
MT21007	Seasonal Horticulture Labour Accommodation Study	10,721			
<a href="#">MT21010</a>	Economic Contribution of Australian Horticulture	1,039	3,538		
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	8,605	8,605	10,326	
<a href="#">MT21018</a>	Phenomenon resources	11,248	7,482		
<a href="#">MT21201</a>	Pilot program - consumer usage, attitude and brand tracking	1,050			
<a href="#">MT21202</a>	Consumer usage & attitude tracking 2022/23	6,537	8,825		
<a href="#">MT22005</a>	Horticulture trade data	13,120	13,578	14,054	
<a href="#">ST19008</a>	Multi-scale monitoring tools for managing Australian tree crops	47,553			
<a href="#">ST19018</a>	Xyella insect vectors	20,000			
<a href="#">ST21007</a>	Australian horticulture international demand creation	7,313			
<b>Total</b>		<b>3,667,248</b>	<b>4,449,248</b>	<b>2,265,721</b>	<b>1,986,614</b>

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

<b>Project code</b>	<b>Project title</b>	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
CT22640	International citrus marketing program - August 22	60,000			
CT22500	International Philippines citrus additional	10,100			
CT23600	Citrus retail media FY24		54,620		
CT23620	Citrus domestic campaign FY24		275,000		
CT23640	International Citrus marketing program FY24 and FY25		120,000	120,000	
MT22500	Asia Fruit Logistica	50,000			
MT22501	International eLearning retail program FY23	20,000	40,000		
MT20600	Media retainer and incentives		4,188		
MT22641	Asia Fruit Logistica - FY24		50,000		
ST21500	Austrade agribusiness expansion initiative	89,900			
MT20600	Media retainer and incentives				
<b>Total</b>		<b>230,000</b>	<b>543,808</b>	<b>120,000</b>	



## 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 Citrus Fund at the Hort Innovation website [here](#).

**Table 5. Citrus 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	1,315,432	1,692,121	276,898	203,204
Levies from growers	2,489,051	2,500,000	2,700,000	2,970,000
Commonwealth funds	2,154,125	3,859,065	2,687,432	2,861,655
Other Income	69,168	33,842	5,538	4,064
<b>Total Income</b>	<b>4,712,344</b>	<b>6,392,908</b>	<b>5,392,970</b>	<b>5,835,719</b>
Project funding <sup>1</sup>	3,667,248	6,513,901	4,234,547	3,831,109
Available for Investment	-	-	300,000	1,000,000
Grower consultation and advice	15,795	55,000	40,000	40,000
Service delivery	625,207	1,149,230	800,317	852,201
<b>Total matched expenditure</b>	<b>4,308,250</b>	<b>7,718,131</b>	<b>5,374,864</b>	<b>5,723,310</b>
<b>Closing Balance</b>	<b>1,692,121</b>	<b>276,898</b>	<b>203,204</b>	<b>221,977</b>
Federal Government levy collection costs	27,405	90,000	91,800	93,636

**Note:**

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

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

	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
Opening Balance	799,603	934,638	645,151	392,189
Levies from growers	391,860	397,000	407,000	407,000
Other Income	38,985	18,693	12,903	7,844
<b>Total Income</b>	<b>430,845</b>	<b>415,693</b>	<b>423,823</b>	<b>422,141</b>
Project funding <sup>1</sup>	230,000	543,808	120,000	-
Available for Investment	-	-	400,000	500,000
Grower consultation and advice	10,068	20,000	20,000	20,000
Service delivery	51,914	126,372	121,036	116,553
<b>Total expenditure</b>	<b>291,982</b>	<b>690,180</b>	<b>661,036</b>	<b>636,553</b>
<b>Closing balance</b>	<b>934,638</b>	<b>645,151</b>	<b>392,189</b>	<b>161,239</b>
Federal Government levy collection costs	3,828	15,000	15,750	16,538

**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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