

# Persimmon Fund Annual Investment Plan 2023/24



## Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Persimmon Fund in 2023/24 can be found below. Each year, persimmon industry representatives meet as advisory panels to discuss investment recommendations in line with the persimmon 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.

Both the persimmon R&D and marketing advisory panels met on November 7, 2022, 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.

*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 persimmon Annual Investment Plan (AIP) 2024/25.*

**Table 1. Persimmon R&D advisory panel prioritised investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1	(CRA) with Indonesia	2-Industry supply, productivity and sustainability	O2S1 Technical market access

## Current contracted R&D and marketing projects

Current contracted projects in the Persimmon Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the persimmon SIP, can be seen in Tables 2 and 3. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

**Table 2. 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
HA19007	PBRI Phase 2	116	-	-	
<a href="#">MT20007</a>	Regulatory Support & Response Coordination	495	247	371	
<a href="#">MT21003</a>	Consumer Demand Spaces for Horticulture	602			
<a href="#">MT21004</a>	Consumer Behavioural Retail Data	-1,961	2,456	2,456	2,456
<a href="#">MT21005</a>	Strategic Agrichemical Review Process	3,500			
<a href="#">MT21013</a>	Fund Impact assessment 2020/21	5,370			
<a href="#">MT21015</a>	Horticulture Impact Assessment Program	392	392	471	
<a href="#">MT21201</a>	Pilot Program - Consumer Usage & Attitude and Brand Tracking -Fifty-five-5	48	165		
<a href="#">MT21202</a>	Consumer Usage & Attitude Tracking - FY22/23	298	363		
MT23000	Chemical Residue Report to Support Australia's Country Recognition Arrangement (CRA) with Indonesia		1,250		
<a href="#">PR16000</a>	Minor Use Permits	2,100	3,950	3,950	3,950
<a href="#">PR17000</a>	National persimmon varietal evaluation program 2018-2023		72,105		
<a href="#">PR20000</a>	Persimmon industry communications program	18,895	7,730		
<a href="#">PR21000</a>	Diagnosis & Management of Dieback in Persimmon trees	4,000		27,000	27,000

ST18003	Plant Biosecurity Research Initiative PBRI Program	-	200	200	200
<u>ST22004</u>	Generation of Data - Crop Protection 2022 - Agreco		4,300	4,300	4,300
<b>Total</b>		<b>33,855</b>	<b>93,158</b>	<b>38,748</b>	<b>37,906</b>

**Table 3. 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>
MT21600	FY22 Small Tropicals Media	2,195			
PR22620	Persimmons Social Media Plan FY23	21,000			
<b>Total</b>		<b>23,195</b>			

## Financial statements

Financial statements for the R&D levy fund can be seen in Table 4 below, and the marketing levy fund can be seen in Table 5.

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

**Table 4. Persimmon 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	70,967	157,961	122,754	80,233
Levies from growers	101,212	100,000	96,000	96,000
Commonwealth funds	21,083	135,207	138,551	132,107
Other Income	6,405	1,000	1,050	1,103
<b>Total Income</b>	<b>128,700</b>	<b>236,207</b>	<b>235,601</b>	<b>229,210</b>
Project funding <sup>1</sup>	33,853	143,958	159,572	158,755
Available for Investment	0	80,000	70,000	60,000
Grower consultation and advice	630	3,000	3,000	3,000
Service delivery	7,683	43,455	44,530	42,459
<b>Total matched expenditure</b>	<b>42,166</b>	<b>270,413</b>	<b>277,102</b>	<b>264,214</b>
<b>Closing Balance</b>	<b>157,961</b>	<b>122,754</b>	<b>80,233</b>	<b>44,188</b>
Federal Government levy collection costs	-460	1,000	1,020	1,040

**Note:**

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

**Table 5. Persimmon 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	80,768	121,996	83,916	58,563
Levies from growers	67,475	65,000	65,000	65,000
Other Income	3,264	1,000	1,050	1,103
<b>Total Income</b>	<b>70,739</b>	<b>66,000</b>	<b>66,050</b>	<b>66,103</b>
Project funding <sup>1</sup>	23,195	-	-	-
Available for Investment	-	80,000	70,000	70,000
Grower consultation and advice	420	1,000	1,000	1,000
Service delivery	6,202	22,080	19,354	19,354
<b>Total expenditure</b>	<b>29,817</b>	<b>103,080</b>	<b>90,354</b>	<b>90,354</b>
<b>Closing Balance</b>	<b>121,996</b>	<b>83,916</b>	<b>58,563</b>	<b>33,209</b>
Federal Government levy collection costs	-306	1,000	1,050	1,103

**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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