

Pineapple Fund

Annual Investment Plan

2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Pineapple Fund in 2023/24 can be found below. Each year, pineapple industry representatives meet as advisory panels to discuss investment recommendations in line with the pineapple 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 pineapple R&D and marketing advisory panels met on May 16 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 pineapple Annual Investment Plan (AIP) 2024/25.

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

Priority	Investment	Outcome	Strategy
1	Strategic Agrichemical Review Process (SARP) 2023 updates	2-Industry supply, productivity and sustainability	O2S4 SARP

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

Table 2. Pineapple marketing advisory panel prioritised investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
1	Pineapple Marketing Plan FY24	1-Demand creation	O1S1 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Pineapple Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the pineapple 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
HA19007	PBRI Phase 2	238			
MT20007	Regulatory Support & Response Co-ordination	1,037	1,037	777	
MT21003	Consumer Demand Spaces for Horticulture	1,087			
MT21004	Consumer Behavioural Retail Data	2,818	2,756	2,756	2,756
MT21007	Seasonal horticulture labour accommodation study	883			
MT21010	Economic Contribution of Australian Horticulture	86			
MT21013	Fund Impact assessment 2020/21	5,370			
MT21015	Horticulture Impact Assessment Program	709	709	851	
MT21201	Pilot Program - Consumer Usage & Attitude and Brand Tracking – Fifty-Five-5	87			
MT21202	Consumer Usage & Attitude Tracking - FY22/23	538	697		
MT23001	Strategic Agrichemical Review Process		8,800		
PI16000	Pineapple industry minor use permits & Data Generation	1,700	2,200	2,200	2,200
PI17000	National pineapple breeding and evaluation program	127,758	12,104		
PI17001	Pineapple integrated crop protection program	129,516			
PI22000	Pineapple Industry Innovation Project	114,400	57,200	114,400	114,400
PI23000	Pineapple Industry Field Day 2023		18,667		
ST17000	Generation of data for pesticide application in horticulture	(38,033)			
ST18003	PBRI Program - Plant Biosecurity Research Initiative	-	350	350	350
Total		348,194	104,520	121,334	119,706

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

Project code	Project title	2022/2023 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT21600	FY22 Small Tropicals Media	27,055			
MT22600	FY23 Small Tropicals Social Media & Creative	10,000			
PI22620	Pineapple FY23 Website Management	8,400			
PI23620	FY24 Pineapple Marketing Plan (Media Relations and Website)		35,000		
Total		45,455	35,000		

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

Table 5. Pineapple 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	308,281	288,623	249,975	211,759
Levies from growers	170,039	130,000	130,000	140,000
Commonwealth funds	206,811	177,163	176,784	175,847
Other Income	18,578	10,115	10,200	10,305
Total Income	395,428	317,278	316,984	326,152
Project funding ¹	348,194	286,165	285,528	283,951
Available for Investment				
Grower consultation and advice	1,038	12,000	12,000	12,000
Service delivery	64,390	56,161	56,041	55,744
Total matched expenditure	413,622	354,326	353,569	351,695
Closing Balance	288,623	249,975	211,759	184,552
Federal Government levy collection costs	1,464	1,600	1,632	1,665

Note:

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

Table 6. Pineapple 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	57,191	82,991	60,576	44,280
Levies from growers	81,555	65,000	65,000	65,000
Other Income	1,562	500	525	551
Total Income	83,117	65,500	65,525	65,551
Project funding ¹	45,455	35,000		
Available for Investment		25,000	55,000	55,000
Grower consultation and advice	240	8,000	8,000	8,000
Service delivery	10,956	16,915	15,671	15,671
Total expenditure	56,651	84,915	78,671	78,671
Closing Balance	82,991	60,576	44,280	27,852
Federal Government levy collection costs	666	3,000	3,150	3,308

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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