

Apple and Pear Fund Annual Investment Plan 2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Apple & Pear Fund in 2024/25 can be found below. Each year, apple and pear industry representatives meet as advisory panels to discuss investment recommendations in line with the apple and pear 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 apple and pear R&D advisory panel met individually on February 6, 2024, and both the apple and pear R&D and marketing advisory panels met together in collaboration on February 22, 2024, to discuss, provide advice on, and prioritise recommendations on investments in 2024/25. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2 and 3.

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 apple and pear Annual Investment Plan (AIP) 2025/26.

Table 1. Apple and pear R&D advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Apple and Pear Trade Development and Market Access Program	1. Demand creation	4. Export markets 5. Market access
		4. Business insights	1. Export development opportunities
2	International pears retail eLearning platform – FY25	1. Demand creation	4. Export markets
3	Impact assessment program FY24-FY26	1. Demand creation	4. Export markets 5. Market access
4	Apple and pear in-store quality and education program FY25	1. Demand creation	1. Consumer demand 2. Quality
		2. Industry supply, productivity and sustainability	1. Profitability

Table 2. Apple marketing advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Apple varietal in-store sampling program and POS FY25-26	1. Demand creation	1. Consumer demand 2. Quality
2	Apple quality merchandise program FY25	1. Demand creation	1. Consumer demand 2. Quality
3	International apple co-promotion FY25	1. Demand creation	4. Export markets

Table 3. Pear marketing advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Pear in-store sampling program FY25	1. Demand creation	1. Consumer demand 2. Quality
2	Pear quality merchandise program FY25	1. Demand creation	1. Consumer demand 2. Quality
3	International pear co-promotion FY25	1. Demand creation	4. Export markets
4	International pear marketing program	1. Demand creation	4. Export markets

Current contracted R&D and marketing projects

Current contracted projects in the Apple & Pear Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the apple and pear SIP, can be seen in Tables 4, 5 and 6. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 4. Current contracted R&D project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AM21002	Modernising phytosanitary risk management for biosecurity and safe trade	112,500	112,500	112,500	112,500
API6001	Apple and pear minor use	18	1,000	1,000	
API8001	Pilot sterile codling moth releases for the apple industry	250,000			
API9002	Strengthening cultural and biological management of pests and diseases in apple and pear orchards	146,000			
API9003	Advancing sustainable and technology driven apple orchard production systems	81,646			
API9005	Developing smarter and sustainable pear orchards to maximise fruit quality, yield and labour efficiency	131,746			
API9006	Soil health and plant nutrition in Australian apple and pear orchards	161,000			
API9007	Independent program coordination for apple and pear PIPS3	32,100			
AP21000	Apple and pear communication program	331,437	331,437	331,437	568,178
AP21001	Apple and pear market access and trade development	196,109	284,970		
AP21003	Apple and Pear Biosecurity Plan review		42,233	21,092	54,500
AP22000	Apple and pear retail education program FY23 (R&D)	319,796			
AP22001	PIPS 4 Profit integrated pest and disease management	501,375	214,875	214,875	214,875

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AP22002	Pear production systems (PIPS 4 Profit)	150,344	148,415	183,805	164,254
AP22003	Building sustainable soils (PIPS 4 Profit)	200,000	200,000	200,000	200,000
AP22004	Apple production systems		300,000	300,000	300,000
AP22005	PIPS 4 Profit Coordinator	38,191	56,382	56,382	56,382
AP22006	Apple and pear qualitative consumer research	12,820			
AP24002	Apple communication testing R&D FY25	49,350			
FF20000	National Fruit Fly Council	8,000	8,000	8,000	14,000
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa	16,952			
MT20007	Regulatory support and response coordination	5,858	8,787		
MT21004	Consumer behavioral retail data	19,909	59,982	39,988	48,157
MT21008	National Bee Pest Surveillance Program	49,509	49,509		
MT21010	Economic contribution of Australian horticulture	3,775			
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	9,879	8,534		
MT21202	Consumer usage and attitude research program	17,083			
MT22000	Fund Annual Reports 2020/21	3,335			
MT22003	Nuffield Scholarship		37,560		11,440
MT22005	Horticulture trade data 2022-2025	4,474	4,630		
MT22011	Lean leaders	1,596	1,176	252	
MT22200	Communication evaluation modules	4,800			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT23002	Fund Annual Reports 2022/23	734			
MT23005	OneBasin CRC	17,500	10,000	10,000	15,000
MT23007	M&E dashboard automation test	9,351	2,594		
MT23201	Consumer usage and attitude tracking FY23/24	18,090	4,542		
MT23202	Comms evaluation deep dive module 23/24	6,000	6,000		
Total		2,911,277	1,893,126	1,479,331	1,759,286

Table 5. Current contracted apple marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AP22502	International co-promotions apples FY23	25,310			
AP23500	Apple sampling in store program	133,132	66,566		
AP23502	Apple FY24 POS materials/misc/printing/storage	15,158	34,842		
AP23504	Apple in-store sampling program for Independent Retailers	49,180			
AP23505 (a)	International apples co-promotion FY24	56,000	14,000		
AP23505 (b)	International apples co-promotion FY24	16,500	13,500		
AP23600	Apple retail media H1 FY24	97,780			
AP23601	Hit Refresh media amplification H1	287,304			
AP23602	Apple retail media H2 FY24	112,840			
AP23603	Hit Refresh media amplification H2	412,696			
AP23604	FY25-26 apple marketing campaign creative strategy earned media and AM head hours	120,000	85,000	10,000	
AP23605	FY25-26 apple marketing program production and roll out	400,000			
AP23606	FY25-26 apple marketing program paid media burst 1	200,000	331,663		
MT20600	Media strategy planning and buying services (retainer payments)	78,578			
MT22502	Apple and pear merchandising program FY23 (Marketing)	125,738			
MT23502	Apple and pear retail merchandising program FY24	394,602	43,845		
Total		2,524,818	589,416	10,000	

Table 6. Current contracted pear marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT20600	Media strategy planning and buying Services (retainer payments)	6,899			
MT22502	Apple and pear merchandising program FY23 (Marketing)	53,889			
MT23502	Apple and pear retail merchandising program FY24	131,535	14,615		
PA22501	International pears co-promotion	13,000			
PA22502	FY23 pear storage, distribution and printing		9,897		
PA22600	Pear FY23 education campaign paid media	40,000			
PA23500	Pear In-store sampling FY24/25	99,842	49,921		
PA23503	Pear website maintenance and content	2,600			
PA23601	Pear FY24 consumer educational campaign – paid media	66,600			
PA23602	FY25 pear domestic marketing campaign – creative exploration		55,000		
PA23611	Pear FY24 consumer educational campaign – earned media and social	76,500			
Total		490,865	129,433		

Financial statements

Financial statements for the apple and pear R&D levy fund can be seen in Table 7 below, and the marketing levy funds can be seen in Table 8 and 9.

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

Table 7: Apple and pear R&D levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	788,250	1,074,747	548,846	470,370
Levies from growers	1,986,838	2,075,000	2,075,000	2,075,000
Commonwealth funds	1,714,869	2,581,147	2,122,379	2,153,062
Other income	54,964	21,495	10,977	9,407
Total Income	3,756,671	4,677,642	4,208,356	4,237,469
Project funding ¹	2,911,277	3,018,629	2,237,713	2,289,942
Available for Investment	0	1,350,000	1,350,000	1,350,000
Grower consultation and advice	7,648	25,000	25,000	25,000
Service delivery	510,809	768,666	632,044	641,182
Total matched expenditure	3,429,734	5,162,295	4,244,757	4,306,124
Closing balance	1,074,747	548,846	470,370	358,800
Federal Government levy collection costs	40,440	41,249	42,074	42,915

Note:

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

Table 8: Apple marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	1,110,874	360,206	216,029	250,580
Levies from growers	2,293,786	2,340,000	2,340,000	2,340,000
Other Income	56,208	10,806	6,481	7,517
Total Income	2,349,994	2,350,806	2,346,481	2,347,517
Project funding ¹	2,524,818	2,013,011	460,000	0
Available for Investment	0	0	1,400,000	1,875,000
Grower consultation and advice	17,754	25,000	25,000	25,000
Service delivery	514,107	412,110	381,170	384,203
Total expenditure	3,056,679	2,450,121	2,266,170	2,284,203
Closing balance	360,206	216,029	250,580	267,219
Federal Government levy collection costs	43,983	44,863	45,760	46,675

Note:

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

Table 9: Pear marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	606,671	787,686	362,316	250,969
Levies from growers	776,534	886,000	886,000	886,000
Other Income	39,771	15,754	7,246	5,019
Total Income	816,305	901,754	893,246	891,019
Project funding ¹	490,865	1,068,685	0	0
Available for Investment	0	0	800,000	800,000
Grower consultation and advice	17,753	15,000	15,000	15,000
Service delivery	102,844	219,134	164,803	164,803
Total expenditure	611,462	1,302,819	979,803	979,803
Closing balance	787,686	362,316	250,969	136,899
Federal Government levy collection costs	23,828	24,305	24,791	25,286

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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