

Avocado Fund Annual Investment Plan 2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Avocado Fund in 2024/25 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 production RD&E advisory panel met on December 11, 2023 and March 13, 2024, and the avocado market development advisory panel met on August 8 & 21 2023, November 13, 2023 and March 4 and 5, 2024 to discuss, provide advice on recommendations on investments in 2024/25. Both panels also met on May 2, 2024 to prioritise the R&D levy-funded investments. 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) 2025/26.

Table 1. Avocado production R&D advisory panel prioritised new investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Revolutionising management of fruit and banana spotting bugs through genome empowerment	2. Industry supply, productivity and sustainability	4. Integrated pest and disease management (IPDM)
2	Pest and disease management for the Australian avocado industry	2. Industry supply, productivity and sustainability	4. IPDM
3	Innovative canopy management in avocado production systems – carbohydrate management	2. Industry supply, productivity and sustainability	2. Orchard management
4	Avocado rootstock variety access	2. Industry supply, productivity and sustainability	1. New varieties
5	Innovative canopy management in avocado production systems – advanced pruning technologies	2. Industry supply, productivity and sustainability	2. Orchard management
*	Impact Assessment Program FY24-FY26	5. Enabler	
**	Generation of Data – AgVet Grants	2. Industry supply, productivity and sustainability	9. Crop safety data
***	Regulatory support and response coordination	2. Industry supply, productivity and sustainability	10. Regulatory support

Notes:

* This is a foundational investment required to address principle 5 of the Statutory Funding Agreement Guidelines, by conducting an ongoing ex-post evaluation of Hort Innovation's R&D investment program, sampled across all horticulture levy funds to inform the overall impact of the investment program and therefore does not require advice.

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

*** This is a foundational investment required to support the crop protection regulatory activities and therefore does not require advice.

Table 2. Avocado market development advisory panel prioritised new investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Domestic marketing program FY25	1. Demand creation	1. Consumer demand
2	International marketing program FY25	1. Demand creation	2. Consumer demand international
3	Business models for improved market bargaining positions	3. Extension and capability	3. Industry leadership
4	Asia Fruit Logistica	1. Demand creation	2. Consumer demand international
5	Avocado retail education FY25	1. Demand creation	1. Consumer demand
6	Avocado international retail quality monitoring investment	1. Demand creation	2. Consumer demand international
7	Avocado communication testing domestic research	4. Business insights	1. Consumer insights
8	Avocado claims testing domestic research	4. Business insights	1. Consumer insights
9	Avocado international retail quality monitoring investment	1. Demand creation	2. Consumer demand international
10	Quantium WW scan data	4. Business insights	1. Consumer insights
11	Renew avocados sensory research for both Hass and Shepherd avocados	4. Business insights	1. Consumer insights
12	Avocado multi-pack trial	1. Demand creation	1. Consumer Demand
13	Desktop scoping – USA FY25	1. Demand creation	1. Consumer demand
14	Augmented reality for Australian avocados	1. Demand creation	1. Consumer demand
15	International Avocado HoReCa Program	1. Demand creation	2. Consumer demand international

Table 3. Avocado market development advisory panel previously prioritised investment recommendations in 2023/2024 not yet contracted

Priority (FY24)	Investment	Outcome	Strategy
2	Avocado market access and trade development project (2024-29)	1. Demand creation	2. Consumer demand international
3	Avocado communication testing domestic research FY24 (R&D)	1. Demand creation	4. Business insights

Current contracted R&D and marketing projects

Current contracted projects in the Avocado Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the avocado SIP, can be seen in Tables 4 and 5. 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
AM21000	Serviced supply chains – phase 2	58,683	579,458	47,191	
AM22000	Australian horticultural market access research partnership	296,500	200,000	100,000	405,000
AM24001	Asia Fruit Logistica – FY24/25 (R&D)	100,000			
AV16002	Avocado minor use permits	718	1,000	2,000	
AV17006	Avocado industry capacity building – Western Australia	63,000			
AV19000	Investigation into citrus blossom bug in avocados	48,494			
AV19005	Understanding the mode of action of phosphite in avocado for enhanced management of Phytophthora root rot.	15,000			
AV20000	Avocado industry data capture and analysis	257,486			
AV20003	Educating health professionals on the nutrition and health benefits of avocados	344,167	123,575		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AV20004	Avocado market access and trade development	958,805	734,672		
AV21002	Avocado industry biosecurity strategy 2021-2026	383,468	253,190	332,018	252,536
AV21003	Avocado industry biosecurity capacity and capability building	256,540	310,540	249,038	
AV21004	Avocado industry communications program	377,927	387,741	395,090	115,802
AV21005	Growing robust avocados	362,538	362,538	395,496	
AV21006	Advancing the delivery of national mapping applications and tools	116,238			
AV22002	Study to review automation opportunities within the avocado production system	98,100	32,700		
AV22003	Avocado pest and disease technical workshop	8,445			
AV22004	Avocado industry benchmarking	197,334	197,333	197,333	197,333
AV22005	Avocado foodservice research and strategy FY23 (R&D)	74,485			
AV22008	Evaluation of irradiation as a postharvest phytosanitary measure for Australian avocados	52,229	27,968		
AV22010	Avocado communication qualitative research	24,660			
AV22011	Monitoring avocado supply chain quality	372,116	374,600	374,600	184,810
AV22012	Avocado Industry R&D Co-ordinator	274,230	215,652	233,834	225,294
AV22016	Avocado industry supply and trade data capture and analysis 2023-2028	556,390	419,074	432,431	446,456
AV22017	Avocados Retail eLearning Program FY23	24,000			
AV22018	International avocado evaluation mission FY23	101,085	30,000	20,000	
AV23000	Inter-seasonal irregular bearing	440,000	360,000		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AV23001	Project evaluation – AV20004 Avocado market access and trade development	34,312			
AV23002	Avocados Asia Fruit Logistica FY24	100,000			
AV23004	International avocado Middle East study tour	111,952	28,018		
AV23005	International avocados Gulfood tradeshow FY24	100,000	100,000		
AV23006	Avocado Japan supermarket tradeshow	100,000	100,000		
AV23007	Avocado retail education FY24	399,980			
AV23009	Avocado co-design workshop facilitation	40,971			
AV23010	Avocado industry development and extension project	594,525	297,263	297,263	297,263
AV23011	Avocado co-design workshop – logistic expenses	12,997			
AV23012	Avocado China seminar and market visitation	100,000	120,000		
AV23013	Improving avocado irrigation efficiency and effectiveness in Australia	484,439	215,306	215,306	215,306
AV23014	Workshop and roadmap for the way forward for irregular bearing	67,968	18,825		
AV23015	Industry level life cycle assessment (LCA) supporting long-term sustainability of Australian avocado production	30,000	110,000	110,000	
AV23016	Developing a strategy for long term sustainability of avocado production in Australia	19,220	38,440	19,200	
AV23018	Retail eLearning platform – Avocados	30,000	30,000		
AV23021	Avocado BPR independent review	19,094	20,686		
AV23022	Avocado India launch activities	56,860			
AV23023	Avocado industry residue study	9,672	10,000		
AV24002	Avocados evaluation report USA FY25	7,000			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT20007	Regulatory support and response co-ordination	7,527	11,290		
MT21004	Consumer behavioural retail data	23,310	70,212	46,808	56,371
MT21008	National Bee Pest Surveillance: Transition Program	0	74,446		
MT21010	Economic contribution of Australian horticulture	3,797			
MT21015	Horticulture Impact Assessment Program	9,959	8,605		
MT21017	Improving fruit and banana spotting bug control	119,828	80,636	132,053	144,703
MT21018	Phenomenom resources	7,458			
MT21202	Consumer usage and attitude tracking FY22/23	13,064			
MT22000	Fund Annual Reports 2021/22	3,381			
MT22003	Nuffield Scholarships		37,560		11,440
MT22005	Horticultural trade data 2022-2025	4,578	4,737		
MT22200	Communications evaluation modules FY23	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	4,447	4,448		
MT23002	Fund Annual Reports 2022/23	489			
MT23005	OneBasin CRC – partnering on behalf of horticulture industries	96,250	55,000	55,000	55,000
MT23007	M&E dashboard automation test	8,565			
MT23201	Consumer usage and attitude tracking FY23/24	18,331	4,603		
MT23202	Communications evaluation deep dive modules 2023/24	6,000	6,000		
MT24007	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029)		200	201	201

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
PHI6002	Managing flies for crop pollination	109,428			
PHI9007	Avocado eDNA pollination PhD (Frontiers Pollination Fund)	16,000			
ST18003	Plant Biosecurity Research Initiative (PBRI) program		3,500	3,500	3,500
ST22001	Generation of data – Crop protection 2022	11,694			
Total		8,649,384	6,059,816	3,658,361	2,611,015

Table 5. Current contracted avocado 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
AV22643	International avocado marketing program FY24	400,000			
AV23500	Avocado domestic marketing FY24 adhoc opportunities, storage and printing	8,809			
AV23501	Avocados website FY24	48,000			
AV23502	Avocado shopper POS ad-hoc FY24 (Expenses only)	9,302			
AV23503	Avocado retail opportunities FY24 (Expenses only)	74,863			
AV23504	Avocado foodservice program FY24 development and implementation	7,000	193,000		
AV23505	Avocado strategic thinktank with Thinkerbell	50,530			
AV23601	Avocado paid media FY24	1,333,403			
AV23610	Avocado PR and social FY24	348,500			
AV23611	Avocados creative development and production FY24 – consumer and shopper	155,000			
AV23613	Avocado educational social series FY24	18,000			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AV23641	International avocado marketing program FY24 (January-June FY24)	1,180,000			
AV23642	International avocado marketing program FY25 (July to December)	170,000	700,000		
AV24501	Avocado marketing program FY25 expenses and website management and maintenance		75,000		
Total		4,065,113	5,043,000		

Financial statements

Financial statements for the R&D levy fund can be seen in Table 6 below, and the marketing levy funds can be seen in Table 7.

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

Table 6: Avocado R&D levy fund actuals at 2023/24 and forecast to 2026/27 (as of July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	4,783,029	3,999,761	1,155,091	441,930
Levies from growers	4,142,769	3,590,000	4,110,000	4,360,000
Commonwealth funds	5,109,906	6,434,670	4,824,061	4,392,914
Other Income	198,445	30,000	31,500	33,075
Total Income	9,451,120	10,054,670	8,965,561	8,785,989
Project funding ¹	8,649,384	10,702,722	7,757,599	5,772,753
Available for Investment	0	200,000	400,000	1,650,000
Grower consultation and advice	59,472	64,530	64,530	64,530
Service delivery	1,510,958	1,902,089	1,425,992	1,298,545
Total matched expenditure	10,219,814	12,869,341	9,648,121	8,785,828
Closing balance	3,999,761	1,155,091	441,930	410,879
Federal Government levy collection costs	14,574	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 7: Avocado 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	1,328,579	2,898,986	818,787	380,979
Levies from growers	6,393,532	5,570,000	6,900,000	7,400,000
Other Income	121,024	10,000	10,500	11,025
Total Income	6,514,556	5,580,000	6,910,500	7,411,025
Project funding ¹	4,065,113	6,263,000	0	0
Available for Investment	0	0	6,000,000	6,000,000
Grower consultation and advice	55,193	112,445	112,445	112,445
Service delivery	801,400	1,239,754	1,188,612	1,188,612
Total expenditure	4,921,706	7,615,199	7,301,057	7,301,057
Closing balance	2,898,986	818,787	380,979	441,335
Federal Government levy collection costs	22,443	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.

DISCLAIMER:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of any information published or made available by Hort Innovation in relation to this publication. Your access, use and reliance on any information published or made available by Hort Innovation is entirely at your own risk. The information published or made available by Hort Innovation does not take into account your personal circumstances and you should make your own independent enquiries before making any decision concerning your interests or those of another party or otherwise relying on the information. Hort Innovation is not responsible for, and will not be liable for, any loss (including indirect or consequential loss), damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of this publication, or from reliance on information contained in the material or that Hort Innovation makes available to you by any other means.

COPYRIGHT NOTICE:

Copyright © Horticulture Innovation Australia Limited 2024

Copyright subsists in this publication. Horticulture Innovation Australia Limited (Hort Innovation) owns the copyright in the publication, other than as permitted under the Copyright Act 1968 (Cth). Copying in whole or in part of this publication is prohibited without the prior written consent of Hort Innovation.

Any request or enquiry to use this publication should be addressed to:

Communications Manager

Hort Innovation

Level 7, 141 Walker Street

North Sydney NSW 2060

Australia

Email: communications@horticulture.com.au

Phone: 02 8295 2300