

Cherry Fund Annual Investment Plan 2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Cherry Fund in 2024/25 can be found below. Each year, Cherry industry representatives meet as advisory panels to discuss investment recommendations in line with the cherry 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 cherry R&D advisory panel met on June 11, 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.

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 cherry Annual Investment Plan (AIP) 2025/26.

Table 1. Cherry R&D advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Biosecurity support for the summerfruit and cherry industries	2. Industry supply, productivity and sustainability	O2S1 Fruit fly management O2S4 Biosecurity preparedness O2S1 Biosecurity preparedness
2	Cherry tree crop map	4. Business insights	O4S3 Benchmarking O4S4 Production forecasts
3	Cherry Export Strategy	1. Demand creation	O1S1 Export markets O1S2 Consumer demand O1S3 Quality
4	Understanding the environmental impacts of cherry production for long term sustainability	2. Industry supply, productivity and sustainability	O2S5 Climate variability

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

Priority	Investment	Outcome	Strategy
1	Cherry domestic marketing program FY25	1. Demand creation	OIS2 Consumer demand
2	Cherry domestic retail quality education program FY25 – R&D	1. Demand creation	OIS3 Quality
3	Cherry domestic retail quality education program FY25 – Marketing	1. Demand creation	OIS2 Consumer demand
4	International cherry marketing program FY25	1. Demand creation	OIS2 Consumer demand
5	International cherry launch events FY25	1. Demand creation	OIS2 Consumer demand
6	International cherry tradeshow FHC FY25	1. Demand creation	OIS2 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Cherry Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the cherry 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 cherry 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
CY16005	Cherry industry minor use program	1,068	1,000	1,000	
CY21001	Cherry trade development project 2022-2025	243,099	471,769		
CY22000	Supporting pollination dependence assessment and incursion response communications		10,000		
CY22002	Extension and communications for the Australian cherry industry	100,000	150,000	100,000	75,000
CY22003	Understanding barriers of non and light buyers	8,200			
CY22004	Asia Fruit Logistica	29,800	200		
CY23000	International cherry trade launch event	50,000			
CY23002	International cherry trade events	92,500			
FF20000	National Fruit Fly Council	4,000	4,000	4,000	7,000
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)	10,780			
MT20007	Regulatory support and response coordination	2,024	3,035		
MT21004	Consumer behavioral retail data	7,516	22,597	15,065	18,143
MT21006	Horticulture Statistics Handbook 2021/22 to 2023/24	4,167	7,583		
MT21008	National Bee Pest Surveillance Program	14,500	14,538		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT21010	Economic contribution of Australian horticulture	715			
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	1,875	1,620		
Total		582,147	689,973	120,065	100,143

Table 4. Current contracted cherry 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
CY22620	Cherry paid social media and influencer FY24	40,000			
CY22502	Cherry state-based promotions FY24	24,545	455		
CY23501	Cherry orchard photography FY24	5,825	175		
CY23640	International cherry program FY24	100,000			
Total		170,370	630		

Financial statements

Financial statements for the cherry R&D levy fund can be seen in Table 5 below, and the marketing levy funds can be seen in Table 6.

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

Table 5: Cherry 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	1,079,526	1,624,354	1,089,156	857,855
Levies from growers	882,502	700,000	700,000	700,000
Commonwealth funds	355,716	1,247,340	924,669	900,028
Other Income	45,896	40,000	21,783	17,157
Total Income	1,284,114	1,987,340	1,646,452	1,617,185
Project funding ¹	582,147	1,295,477	356,937	315,048
Available for Investment	0	800,000	1,200,000	1,200,000
Grower consultation and advice	22,554	25,000	15,000	15,000
Service delivery	106,727	374,202	277,401	270,009
Total matched expenditure	711,428	2,494,679	1,849,338	1,800,057
Closing balance	1,624,354	1,089,156	857,855	646,001
Federal Government levy collection costs	27,858	27,858	28,415	28,983

Note:

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

Table 6: Cherry 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	434,412	400,262	284,287	242,163
Levies from growers	176,698	140,000	140,000	140,000
Other Income	12,874	7,500	5,686	4,843
Total Income	189,572	147,500	145,686	144,843
Project funding ¹	170,370	201,880	0	0
Available for Investment	0	0	140,000	120,000
Grower consultation and advice	4,245	5,000	5,000	5,000
Service delivery	39,448	46,743	32,761	28,243
Total expenditure	214,063	253,623	177,761	153,243
Closing balance	400,262	284,287	242,163	223,513
Federal Government levy collection costs	9,659	9,852	10,049	10,250

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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