

Citrus Fund

Annual Investment Plan

2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Citrus Fund in 2024/25 can be found below. Each year, citrus industry representatives meet as advisory panels to discuss investment recommendations in line with the citrus 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 citrus R&D and marketing advisory panel met on November 22, 2023, and April 17, 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 citrus Annual Investment Plan (AIP) 2025/26.

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

Priority	Investment	Outcome	Strategy
1	Citrus postharvest program phase 2	1. Protect the production base	7. Develop postharvest practices and guidelines to ensure quality product reaches consumers.
2	Australian Citrus Congress	3. Communication, extension and capability	1. Deliver communication and extension programs to create positive change in the areas of biosecurity preparedness, varieties that meet consumer demand, sustainable production, pest and disease management, and export protocols and markets
*	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029)	Enabler	Projects that enable and support the delivery of the SIP
*	Consumer tracking usage and attitude	4. Business insights	3. Undertake ongoing market intelligence work to understand consumer preferences and the global competitive landscape
*	Regulatory Support & Response Co-ordination	1. Protect the production base	10. Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*
*	Impact Assessment Program FY24-FY26	Enabler	Projects that enable and support the delivery of the SIP.

* These projects are foundational investments required to support data generation, evaluation and continuous improvement, and therefore do not require advice.

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

Priority	Investment	Outcome	Strategy
1	FY25 Aussie oranges domestic campaign - creative and production - paid media - juice white paper amplification	2. Market optimisation	4. Increase domestic consumer demand for Australian citrus through improving knowledge, attitudes and purchase intent

Current contracted R&D and marketing projects

Current contracted projects in the Citrus Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the citrus 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 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
BY22002	Improving Australia's ability to respond to Citrus Tristeza Virus	145,296	145,296	145,296	155,296
CTI6000	Citrus industry minor use program	368	1,000	1,000	
CTI8002	Citrus market development, market access and quality	1,611,454			
CTI8004	Breeding new rootstocks for the Australian Citrus industry	48,174			
CTI9002	Afourer mandarin best practice canopy management		78,246		
CTI9003	Australian citrus postharvest program	146,663			
CTI9004	Reducing the risk of illegally imported citrus budwood	19,600	37,438	37,587	37,739
CTI9005	Reducing granulation in the production imperial mandarins	26,577			
CTI9009	Integrated pest management of citrus gall wasp and Fuller's rose weevil	97,908	92,063		
CTI9011	Australian citrus IPDM extension program	119,889	133,882		
CT20000	Citrus Market Access Technical Forums	35,673			
CT20003	Huanglongbing management and preparedness in Asia and Australia	120,000	120,000		
CT20005	Managing Microbial food safety risks in the Citrus Industry	105,000			
CT20006	Citrus industry biosecurity preparedness strategy	351,800	351,800	351,800	527,700
CT20008	Integrated disease management of citrus black core rot in citrus.	112,583	86,372	138,457	

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
CT20009	Integrated disease management of citrus black spot and Emperor brown spot	117,933	117,933	191,899	
CT21000	Citrus communications program	373,293	248,862	248,860	311,077
CT21001	Australian citrus breeding program	242,180	242,180	242,180	302,725
CT21002	Protecting Australia's citrus genetic material	75,351	78,866	81,666	86,740
CT21004	Scientific review for classification of unsweetened juice in the Australian Dietary Guidelines	6,824	15,925		
CT21005	Improving Australia's ability to respond to graft transmissible citrus diseases	470,698	412,292	402,781	316,313
CT21006	Citrus industry health and nutrition education program	128,024	94,289		
CT22000	Evaluation of new citrus varieties	49,350	180,950	180,950	180,950
CT22001	Evaluation of new rootstocks for the Australian citrus industry 2022-2027	107,800	69,300	69,300	69,300
CT22002	Citrus market development and quality program 2024	843,818	843,818	843,818	843,818
CT23000	Co-design independent facilitator for CT22002		7,300		
CT23001	CT20006 midterm evaluation	16,800			
CT23002	Breeding new rootstocks for the Australian citrus industry	42,473	111,490	74,327	74,327
CT23003	Albedo breakdown prediction	56,262	118,845	106,202	
CT23004	Management of the citrus industry consultation and advisory mechanism	90,601	181,202	181,202	226,503
CT23005	Social license for tree removal to increase success of exotic pest eradication programs		50,000		
CT23006	Competitive citrus orchard systems	150,780	176,932	309,158	309,158
CT23008	Growing our leaders		37,500	18,750	
FF20000	National Fruit Fly Council	16,000	16,000	16,000	28,000
MT17006	Xylella coordinator	35,222			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT18005	Improving plant industry access to new genetics through faster and more accurate diagnostics using Next Generation Sequencing (NGS)	13,818			
MT20007	Regulatory Support & response Coordination	6,746	10,118		
MT21004	Consumer Behavioural Retail Data	11,544	34,886	23,257	28,008
MT21010	Economic Contribution of Australian Horticulture	3,538			
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	9,279	8,016		
MT21018	Phenomenom	7,458			
MT21202	Consumer usage & attitude research program	8,825			
MT22000	Fund Annual Reports 2021/22	3,535			
MT22005	Horticulture trade data 2022-2025	13,578	14,054		
MT23000	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia	5,000			
MT23201	Consumer usage and attitude tracking FY23/24	19,172	4,814		
MT23002	Fund annual reports 2022/23	489			
MT23005	One Basin CRC	87,500	55,000	55,000	55,000
Total		5,954,876	4,176,669	3,719,490	3,552,654

Table 4. Current contracted 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
CT23600	Citrus retail media FY24	54,620			
CT23602	FY25 Aussie oranges domestic campaign creative and production	52,000	78,000		
CT23603	FY25 Aussie oranges domestic campaign paid media	88,000	52,000		
CT23620	Citrus domestic campaign FY24	219,800			
CT23640	International citrus marketing program FY24 and FY25	120,000	120,000		
<u>MT22501</u>	International eLearning retail program FY23	40,000			
MT20600	Media retainer and incentives	4,193			
MT22641	Asia Fruit Logistica 2024	50,000			
Total		628,613	250,000		

Financial statements

Financial statements for the citrus 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 Citrus Fund at the Hort Innovation website [here](#).

Table 5: Citrus 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	1,692,121	708,925	589,323	851,692
Levies from growers	2,480,062	2,625,000	2,750,000	2,750,000
Commonwealth funds	3,525,820	2,736,834	2,477,030	3,289,252
Other Income	84,076	14,179	11,786	17,034
Total Income	6,089,958	5,376,012	5,238,817	6,056,285
Project funding ¹	5,954,876	4,618,638	4,176,401	3,958,964
Available for Investment	-	-	-	1,600,000
Grower consultation and advice	42,837	40,000	40,000	40,000
Service delivery	1,053,924	815,029	737,660	979,539
Total matched expenditure	7,051,637	5,473,667	4,954,061	6,578,503
Closing balance	708,925	589,323	851,692	306,641
Federal Government levy collection costs	21,517	21,947	22,386	22,834

Note:

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

Table 6: Citrus 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	934,637	529,250	571,433	404,046
Levies from growers	365,877	390,000	400,000	410,000
Other Income	22,216	10,585	11,429	8,081
Total Income	388,093	400,585	411,429	418,081
Project funding ¹	628,613	270,000	-	-
Available for Investment	-	-	450,000	450,000
Grower consultation and advice	16,874	20,000	20,000	20,000
Service delivery	144,658	65,001	105,346	105,346
Total expenditure	790,145	355,001	575,346	575,346
Closing balance	529,250	571,433	404,046	243,242
Federal Government levy collection costs	3,335	3,402	3,470	3,539

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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