

Custard Apple Fund Annual Investment Plan 2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Custard Apple Fund in 2024/25 can be found below. Each year, custard apple industry representatives meet as a Strategic Industry Advisory Panel (SIAP) to discuss investment recommendations in line with the custard apple 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 custard apple SIAP met on March 15 and May 24, 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 custard apple Annual Investment Plan (AIP) 2025/26.

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

| Priority | Investment | Outcome | Strategy |
|----------|---|---|--|
| 1 | Industry Development Manager | 3. Extension and capability | 1. Deliver communication programs that support positive change in the areas of productivity and demand |
| * | Regulatory support and response co-ordination | 2. Industry supply, productivity and sustainability | 7. Support and co-ordinate crop protection regulatory activities |

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

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

| Priority | Investment | Outcome | Strategy |
|----------|---------------------------------|--------------------|--------------------|
| 1 | Social media investment FY24-25 | 1. Demand creation | 1. Consumer demand |

Current contracted R&D and marketing projects

Current contracted projects in the Custard Apple Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the custard apple 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 |
|-------------------------------|--|-------------------|---------------------|---------------------|---------------------|
| ASI9003 | Genetics of fruit sensory preferences | 12,000 | | | |
| CUI6000 | Custard apple minor use permits | 76 | 1,000 | 1,000 | |
| MT2000Z | Regulatory support and response co-ordination | 179 | 268 | | |
| MT21015 | Horticulture impact assessment program | 250 | 217 | | |
| MT21202 | Consumer usage and attitude tracking FY22/23 | 225 | | | |
| MT22000 | Fund Annual Reports 2021/22 | 85 | | | |
| MT23002 | Fund Annual Reports 2022/23 | 489 | | | |
| MT23201 23201 | Consumer usage and attitude tracking FY23/24 | 460 | 115 | | |
| STI8003 | Plant Biosecurity Research Initiative (PBRI) program | | 150 | 150 | 150 |
| ST22004 | Generation of data – Crop protection 2022 – Agreco | 32,300 | | | |
| Total | | 46,064 | 1,750 | 1,150 | 150 |

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

| Project code | Project title | 2022/24 Actual | 2024/25 Forecast | 2025/26 Forecast | 2026/27 Forecast |
|--------------|---------------------|-------------------|---------------------|---------------------|---------------------|
| CU23501 | Custard apples FY25 | | 4,150 | | |
| Total | | | 4,150 | | |

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

Table 5: Custard apple 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 | 80,619 | 119,446 | 104,254 | 99,507 |
| Levies from growers | 63,111 | 50,000 | 75,000 | 80,000 |
| Commonwealth funds | 28,104 | 63,592 | 78,128 | 77,532 |
| Other Income | 4,418 | 400 | 420 | 462 |
| Total Income | 95,633 | 113,992 | 153,548 | 157,994 |
| Project funding ¹ | 46,064 | 101,745 | 76,145 | 75,146 |
| Available for Investment | 0 | 0 | 50,000 | 50,000 |
| Grower consultation and advice | 1,108 | 5,000 | 5,000 | 5,000 |
| Service delivery | 9,034 | 20,438 | 25,110 | 24,919 |
| Total matched expenditure | 56,206 | 127,183 | 156,255 | 155,065 |
| Closing balance | 119,446 | 104,254 | 99,507 | 100,355 |
| Federal Government levy collection costs | 600 | 2,000 | 2,040 | 2,081 |

Note:

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

Table 6: Custard 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 | 44,619 | 76,241 | 91,260 | 88,952 |
| Levies from growers | 30,337 | 24,000 | 5,000 | 0 |
| Other Income | 2,361 | 100 | 105 | 110 |
| Total Income | 32,698 | 24,100 | 5,105 | 110 |
| Project funding ¹ | 0 | 4,150 | 5,000 | 5,000 |
| Available for Investment | 0 | 0 | 0 | 0 |
| Grower consultation and advice | 474 | 2,200 | 0 | 0 |
| Service delivery | 129 | 1,731 | 1,363 | 1,363 |
| Total expenditure | 603 | 8,081 | 6,363 | 6,363 |
| Closing balance | 76,421 | 91,260 | 88,952 | 82,699 |
| Federal Government levy collection costs | 293 | 1,000 | 1,050 | 0 |

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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