

Mushroom Fund

Annual Investment Plan

2024/25



Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Mushroom Fund in 2024/25 can be found below. Each year, Mushroom industry representatives meet as advisory panels to discuss investment recommendations in line with the Mushroom 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 mushroom R&D advisory panel met individually on May 8, 2024, and the mushroom marketing advisory panel met on December 14, 2023, 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 mushroom Annual Investment Plan (AIP) 2025/26.

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

Priority	Investment	Outcome	Strategy
1	Mushroom microbial challenge assessment	Outcome 2	Strategy 3
2	Ethylene and mushroom quality	Outcome 2	Strategy 3
3	Alternate mushroom casing substrate/blends with readily available materials	Outcome 2	Strategy 2 and 6

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

Priority	Investment	Outcome	Strategy
1	Marketing plan FY25	Outcome 1	Strategy 1 and 2
2	Mushroom communication testing domestic research FY25	Outcome 1	Strategy 4
3	Website maintenance	Outcome 3	Strategy 1

Current contracted R&D and marketing projects

Current contracted projects in the Mushroom Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the mushroom 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
MT20007	Regulatory response and support coordination	3,599	5,399		
MT21004	Consumer behavioral retail data	10,960	29,294	19,529	39,366
MT21006	Australian Horticulture Statistics Handbook	13,889	25,278		
MT21010	Economic contribution of Australian horticulture	2,065			
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	5,409	4,672		
MT21202	Consumer usage and attitude research program	10,580			
MT22000	Fund Annual Report 2021/22	1,825			
MT22200	Communication evaluation modules	2,400			
MT22003	Nuffield Scholarship	2,000	40,560	0	11,440
MT23002	Fund Annual Report 2022/23	489			
MT23007	M&E dashboard automation test	6,454	1,791		
MT23201	Consumer usage and attitude tracking FY23/24	9,894	2,484		
MT23202	Communications evaluation deep dive modules 2023/24	6,000	6,000		
MU16002	Mushroom minor use program	2,362	1,000	1,000	
MU17004	Optimising nitrogen use efficiency in mushroom composting	124,200			
MU17006	Developing a database for biomarkers	77,480	77,470		
MU18006	Development of biosecurity plan for Australian mushrooms	15,999	29,595		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MU20000	Mushroom food safety and adoption program	59,468	59,468	56,240	
MU20001	Cholesterol Initial project – Phase 1	65,900	308,500	26,000	106,000
MU20003	Educating food industry	103,895	237,915		
MU20006	Crisis Risk Management	112,152	39,732	99,331	
MU21001	Risk analysis and management strategies for mushroom compost production	51,484	120,129		
MU21003	Mushroom industry communications program	180,000	180,000	180,000	135,920
MU21004	Marsh Lawson Research Centre	156,384	208,512		
MU21007	Pest and disease management for the Australian mushroom industry	133,174	133,175	133,175	133,175
MU22000	Non-synthetic alternatives to complement current pest and disease management practices	97,799	179,298		
MU22001	Scientific basis for a mushroom food group in the Australian Dietary Guidelines	4,481			
MU22003	PHD program to study viruses associated with Agaricus mushrooms in Australia	-	80,500	77,500	67,500
MU22005	Mushroom industry lifecycle analysis to understand eco credentials and risks	-	137,585		
MU22006	Online resource platform for mushrooms aimed at health care and food service professionals	262,392	185,218	246,957	
MU22007	Mushroom industry conference and roadshow program 2023-2026	43,020	26,040	26,040	27,900
MU22009	Alternate casing substrate – providing review of research to date and an expert forum for future R&D investment	59,800			
MU22010	Mushroom international study tours – inbound and outbound	39,260	39,260	44,570	
MU22011	Mushroom supply chain best practice management	55,938	33,029		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MU22012	Mushroom foodservice research and strategy	50,000			
MU23000	Mushroom Cubery testing for optimised assets	27,800	1,200		
MU23001	Stimulus creation for mushroom Cubery testing for optimised assets	855	145		
MU23002	Stage 2: Mushroom past campaign messaging quantitative research FY24	19,750	2,250		
MU23003	Mushroom supply chain and consumer analytics	30,000	40,000		
MU23004	Mushroom RD&E coordinator	93,204	62,136	62,136	93,204
MU23005	People development strategy	41,200			
MU23006	Mushroom school education program	67,980	45,320	45,320	67,980
MU23009	Mushroom FY24 foodservice workshop program	15,000			
MU23010	Mushroom communication testing domestic research FY25	-	20,000		
MU23200	Stage 1: Mushroom past campaign messaging qualitative research FY24	59,000			
Total		2,125,541	2,362,955	1,017,798	682,485

Table 4. Current contracted mushroom 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 retention and performance payments	146,084			
MU22503	Mushroom grassroots experiential sampling campaign	196,000			
MU22504	Mushroom miscellaneous, storage and printing	3,120	24,764		
MU22600	Mushroom media	575,000			
MU22611	Mushroom marketing program FY23 – social PR and creative	117,500			
MU23501	Mushroom retail sampling program FY24	149,980			
MU23502	Stage 2: Stimulus creation for mushroom past campaign messaging quantitative research FY24	19,000			
MU23503	Mushroom FY24 Q2 additional marketing support - Shopper creative	32,000			
MU23504	The blend Q2 extension	25,000			
MU23505	Mushroom FY25 marketing program maintenance January 2024-June 2025		15,000		
MU23506	Mushroom FY25 website maintenance January 2024-June 2025	6,250	23,750		
MU23507	Mushrooms FY25 sampling activity January 2024-June 2025	200,000	299,717		
MU23601	Mushroom FY24 Q2 additional marketing support – paid media	268,000			
MU23602	Mushroom paid media January-April 2024 (brand and shopper)	510,000			
MU23603	Mushroom FY25 paid media – everyday gourmet 2024	30,000			
MU23604	Mushroom paid media May-June 2024 (brand and shopper)	200,000			
MU23610	Creative usage fees and resizes	130,000			
MU23612	Mushroom FY25 social media March-June 2024	21,000			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MU23620	Australian Mushrooms website FY24 H1	7,500			
Total		2,636,434	363,231		

Financial statements

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

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

Table 5: Mushroom 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	2,885,464	2,975,943	1,474,565	911,758
Levies from growers	1,242,009	1,215,000	1,245,000	1,245,000
Commonwealth funds	1,268,910	2,762,628	1,833,473	1,632,814
Other Income	117,469	50,000	29,491	18,235
Total Income	2,628,388	4,027,628	3,107,964	2,896,049
Project funding ¹	2,125,541	3,178,460	1,584,772	940,602
Available for Investment	0	1,500,000	1,500,000	1,800,000
Grower consultation and advice	50,975	60,000	60,000	60,000
Service delivery	361,303	786,797	522,173	465,025
Total matched expenditure	2,537,819	5,525,257	3,666,945	3,265,627
Closing Balance	2,975,943	1,474,565	911,758	538,278
Federal Government levy collection costs	90	3,750	3,825	3,902

Note:

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

Table 6: Mushroom 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	679,038	866,515	319,157	327,498
Levies from growers	3,358,019	3,285,000	3,365,000	3,365,000
Other Income	31,405	20,000	6,557	6,724
Total Income	3,389,424	3,305,000	3,371,557	3,371,724
Project funding ¹	2,636,434	2,857,231	0	0
Available for Investment	0	300,000	2,750,000	2,750,000
Grower consultation and advice	23,441	35,000	35,000	35,000
Service delivery	541,816	650,127	567,191	567,191
Total expenditure	3,201,691	3,842,358	3,352,191	3,352,191
Closing Balance	866,515	319,157	327,498	335,455
Federal Government levy collection costs	256	10,000	11,025	11,576

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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