

# Pineapple Fund

## Annual Investment Plan

### 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Pineapple Fund in 2024/25 can be found below. Each year, pineapple industry representatives meet as advisory panels to discuss investment recommendations in line with the pineapple 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 pineapple R&D and marketing advisory panels met on March 18, 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. There are no prioritised marketing investment recommendations.

*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 pineapple Annual Investment Plan (AIP) 2025/26.*

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

Priority	Investment	Outcome	Strategy
1	Pineapple industry biosecurity plan (PI23002)*	2. Industry supply, productivity and sustainability	O2S3 Biosecurity Preparedness
2	Strategic Agrichemical Review Process (SARP) 2023 updates	2. Industry supply, productivity and sustainability	O2S4 SARP
3	Consumer usage and attitude tracking FY23/24	1. Demand creation	OIS1 Consumer demand

\*Revisited for advice from FY23/24

## Current contracted R&D and marketing projects

Current contracted projects in the Pineapple Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the pineapple SIP, can be seen in Tables 2 and 3. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

**Table 2. 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
HA19007	Plant Biosecurity Research Initiative (PBRI) program		350	350	350
<a href="#">MT20007</a>	Regulatory support and response co-ordination	518	777		
<a href="#">MT21004</a>	Consumer behavioural retail data	1,374	4,140	2,760	3,323
<a href="#">MT21010</a>	Economic contribution of Australian horticulture	292			
<a href="#">MT21015</a>	Horticulture Impact Assessment Program	765	661		
<a href="#">MT21202</a>	Consumer usage and attitude tracking FY22/23	698			
MT22000	Fund Annual Reports 2021/22	269			
<a href="#">MT23001</a>	Strategic Agrichemical Review Process (SARP)	4,447	4,448		
<a href="#">MT23002</a>	Fund Annual Reports 2022/23	489			
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	1,454	365		
<a href="#">PI16000</a>	Pineapple industry minor use permits and data generation	3,068	3,100	3,100	3,100
<a href="#">PI17000</a>	National pineapple breeding and evaluation program		12,104		
<a href="#">PI22000</a>	Pineapple industry innovation project	57,200	114,400	114,400	85,800
<a href="#">PI22001</a>	Australian pineapple breeding and evaluation program		164,798		109,865
<a href="#">PI23000</a>	Pineapple industry field day 2023	18,667			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">PI23001</a>	Australian pineapple industry field days	20,000	20,600	21,218	10,927
Total		109,241	325,743	141,828	213,365

**Table 3. 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
PI23502	Australian Pineapples website and social media transition and maintenance FY25	8,000			
PI23620	Pineapple marketing plan FY24 – Media relations and website	35,000			
Total		43,000			

## Financial statements

Financial statements for the pineapple R&D levy fund can be seen in Table 4 below, and the marketing levy fund can be seen in Table 5.

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

**Table 4: Pineapple 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	288,623	380,871	286,368	278,913
Levies from growers	144,153	150,000	150,000	150,000
Commonwealth funds	66,578	251,418	164,421	206,927
Other Income	18,481	11,115	11,250	11,408
<b>Total Income</b>	<b>229,212</b>	<b>412,533</b>	<b>325,671</b>	<b>368,334</b>
Project funding <sup>1</sup>	109,241	415,136	168,721	240,257
Available for investment	0	0	100,000	100,000
Grower consultation and advice	540	8,000	8,000	8,000
Service delivery	23,373	79,699	52,122	65,596
<b>Total matched expenditure</b>	<b>133,154</b>	<b>502,835</b>	<b>328,843</b>	<b>413,853</b>
<b>Closing Balance</b>	<b>380,871</b>	<b>286,368</b>	<b>278,913</b>	<b>229,024</b>
Federal Government levy collection costs	3,810	4,200	4,284	4,370

Note:

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

**Table 5: Pineapple marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)**

	<b>2023/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
Opening Balance	82,991	101,677	77,574	53,387
Levies from growers	71,350	75,000	75,000	75,000
Other Income	3,297	700	735	772
<b>Total Income</b>	<b>74,647</b>	<b>75,700</b>	<b>75,735</b>	<b>75,772</b>
Project funding <sup>1</sup>	43,000	0	0	0
Available for Investment	0	70,000	70,000	70,000
Grower consultation and advice	360	8,000	8,000	8,000
Service delivery	10,788	19,403	19,403	19,403
<b>Total expenditure</b>	<b>54,148</b>	<b>97,403</b>	<b>97,403</b>	<b>97,403</b>
<b>Closing Balance</b>	<b>101,677</b>	<b>77,574</b>	<b>53,387</b>	<b>29,110</b>
Federal Government levy collection costs	1,813	2,400	2,520	2,646

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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