

# Summerfruit Fund Annual Investment Plan 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Summerfruit Fund in 2024/25 can be found below. Each year, summerfruit industry representatives meet as advisory panels to discuss investment recommendations in line with the summerfruit 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 summerfruit R&D advisory panel met on June 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 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 reprioritized for the summerfruit Annual Investment Plan (AIP) 2025/26.*

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

Priority	Investment	Outcome	Strategy
1	Summerfruit retail quality education program	1. Demand creation	O1S3 Quality
2	Biosecurity support for the summerfruit and cherry industries	2. Industry supply, productivity, and sustainability	O2S1 Fruit fly management O2S4 Biosecurity preparedness O2S1 Biosecurity preparedness
3	Tree Crop Map – summerfruit	3. Business insights	O3S1 Benchmarking

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

Priority	Investment	Outcome	Strategy
1	International summerfruit marketing program	1. Demand creation	O1S3 Consumer demand
2	Asia Fruit Logistica	1. Demand creation	O1S3 Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Summerfruit Fund as of July 1, 2024, which are aligned to the respective outcomes and strategies in the summerfruit 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 summerfruit 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
<a href="#">FF20000</a>	National Fruit Fly Council	8,000	8,000	8,000	14,000
<a href="#">MT17006</a>	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)	10,780			
<a href="#">MT20007</a>	Regulatory support and response co-ordination	1,537	2,306		
<a href="#">MT21004</a>	Consumer behavioural retail data	22,887	68,739	45,826	55,188
<a href="#">MT21006</a>	Australian Horticulture Statistics Handbook 2021/22 to 2023/24	4,167	7,583		
<a href="#">MT21008</a>	National Bee Pest Surveillance Program	44,139	44,137		
<a href="#">MT21010</a>	Economic contribution of Australian horticulture	899			
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	2,354	2,034		
<a href="#">MT21202</a>	Consumer usage and attitude research program	2,098			
MT22000	Fund Annual Reports 2021/22	786			
<a href="#">MT22005</a>	Horticulture trade data 2022-2025	2,892	2,993		
<a href="#">MT23001</a>	Strategic Agrichemical Review Process (SARP) 2023 updates	5,837	5,837		
<a href="#">MT23002</a>	Fund Annual Reports 2022/23	489			
MT23005	One Basin CRC	5,000			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	4,259	1,070		
<a href="#">SFI6001</a>	Summerfruit minor use program	718	1,000	1,000	
<a href="#">SFI7006</a>	Experimental Summerfruit orchard – phase II	60,000			
<a href="#">SFI9000</a>	Market access and trade development	279,112			
<a href="#">SF22000</a>	Summerfruit export strategy	86,169			
<a href="#">SF23000</a>	Precision Summerfruit orchards endorsed subject to funding	180,000	138,300	139,500	142,200
<a href="#">SF23002</a>	Stonefruit usage and attitude study	19,600	29,400	49,000	
<a href="#">SF23003</a>	Summerfruit trade development program	199,727	239,672	236,972	316,565
<a href="#">SF23004</a>	Summerfruit extension and communication project	219,709	146,468	146,468	146,468
<a href="#">ST21001</a>	Generation of data and delivery partners in Eurofins	3,222	6,444	6,449	
<b>Total</b>		<b>1,164,381</b>	<b>703,983</b>	<b>633,215</b>	<b>674,421</b>

**Table 4. Current contracted summerfruit 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
MT22641	Asia Fruit Logistica FY24	30,000			
SF23500	Summerfruit international marketing program FY24	150,000			
SF24501	Asia Fruit Logistica FY25, 26,27	25,000	27,500	30,000	
<b>Total</b>		<b>205,000</b>	<b>27,500</b>	<b>30,000</b>	

## Financial statements

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

**Table 5: Summerfruit 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	195,967	424,818	368,938	344,720
Levies from growers	931,674	900,000	900,000	900,000
Commonwealth funds	700,426	947,880	912,314	925,062
Other Income	17,510	12,000	8,496	7,379
<b>Total Income</b>	<b>1,649,610</b>	<b>1,859,880</b>	<b>1,820,810</b>	<b>1,832,441</b>
Project funding <sup>1</sup>	1,164,380	1,200,567	1,189,948	1,211,676
Available for Investment	0	400,000	350,000	350,000
Grower consultation and advice	23,392	15,000	15,000	15,000
Service delivery	213,083	280,193	269,680	273,448
<b>Total matched expenditure</b>	<b>1,400,855</b>	<b>1,895,760</b>	<b>1,824,628</b>	<b>1,850,124</b>
<b>Closing balance</b>	<b>424,818</b>	<b>368,938</b>	<b>344,720</b>	<b>306,229</b>
Federal Government levy collection costs	19,904	20,000	20,400	20,808

Note:

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

**Table 6: Summerfruit 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				
Levies from growers	32,454			
Other Income	19,632	7,000		
Total Income	52,086			
Project funding <sup>1</sup>	205,000	102,500	105,000	
Available for Investment		65,000	30,000	
Grower consultation and advice	7,235	3,000	3,000	
Service delivery	47,945	38,523	31,180	
Total expenditure	260,180			
Closing balance	377,196			
Federal Government levy collection costs	16,293			

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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