

# Sweetpotato Fund Annual Investment Plan 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Sweetpotato Fund in 2024/25 can be found below. Each year, sweetpotato industry representatives meet to discuss investment recommendations in line with the sweetpotato Strategic Investment Plan (SIP). At these meetings, the industry members 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 sweetpotato met in February and May 2024 to provide advice on investments in 2024/25. The R&D and marketing investment recommendations are listed in order of priority in Table 1.

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

**Table 1. Sweetpotato R&D and marketing advisory panel prioritised investment recommendations 2024/2025, as well as those still under development from 2023/24**

Priority	Investment	Outcome	Strategy
1	Sweetpotato quality and education program	1. Demand creation	1. Consumer demand
2	Industry development and communications	3. Extension and capability	O2S1. Extension capability

## Current contracted R&D and marketing projects

Current contracted projects in the Sweetpotato Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the sweetpotato 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
<a href="#">MT20005</a>	Management strategy for serpentine leafminer, <i>Liriomyza huidobrensis</i>	1,956			
<a href="#">MT20007</a>	Regulatory support and response coordination	1,165	1,747		
<a href="#">MT21004</a>	Consumer behavioural retail data	8,375	25,229	16,819	20,255
<a href="#">MT21006</a>	Australian Horticulture Statistics Handbook 2021/22 to 2023/24	4,166	7,583		
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	1,677	1,448		
<a href="#">MT21202</a>	Consumer usage and attitude tracking FY22/23	5,690			
MT22000	Fund Annual Reports 2021/22	624			
<a href="#">MT22005</a>	Horticultural trade data 2022-2025	826	854		
<a href="#">MT22012</a>	Industry preparedness for exotic root knot nematode ( <i>Meloidogyne enterolobii</i> )	10,500	9,000	10,500	
<a href="#">MT22200</a>	Communications evaluation modules FY23	2,400			
<a href="#">MT23002</a>	Fund Annual Reports 2022/23	489			
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	3,381	849		
<a href="#">PWI7001</a>	Integrated farm management (IFM) to control nematodes in Sweetpotatoes	447,738			
<a href="#">PWI8002</a>	Minor Use Permits		2,900	2,900	2,900
<a href="#">PW20000</a>	Quality improvements in the sweetpotato industry	98,894	94,185		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">PW21000</a>	Communications program	24,000	38,000		
<a href="#">PW21001</a>	Sweetpotato emerging leaders program	25,575	35,000		
<a href="#">PW21002</a>	Causes and management strategies for skin loss in sweetpotatoes	62,744	125,488	188,231	
<a href="#">PW22000</a>	Pest management for the Australian sweetpotato industry	329,400	260,870	187,650	168,080
<a href="#">PW23000</a>	Access to new sweetpotato varieties	69,970	83,964	41,982	41,982
ST18003	Plant Biosecurity Research Initiative (PBRI) program		800	800	800
<a href="#">ST22001</a>	Generation of data – Crop protection 2022		3,445	3,445	3,445
<b>Total</b>		<b>1,099,570</b>	<b>691,362</b>	<b>452,327</b>	<b>237,462</b>

**Table 3. 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
MT20600	Media retainer	9,679			
PW22500	Sweetpotato marketing maintenance expenses	1,788			
PW24501	Sweetpotato quality and education program FY25		60,000		
<b>Total</b>		<b>11,467</b>	<b>60,000</b>		

## Financial statements

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

**Table 4: Sweetpotato 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	1,100,982	916,380	797,996	492,213
Levies from growers	429,443	420,000	420,000	420,000
Commonwealth funds	653,366	540,384	728,123	603,426
Other Income	45,184	10,000	10,500	11,025
<b>Total Income</b>	<b>1,127,993</b>	<b>970,384</b>	<b>1,158,623</b>	<b>1,034,451</b>
Project funding <sup>1</sup>	1,099,570	794,466	660,431	450,566
Available for Investment	0	100,000	550,000	550,000
Grower consultation and advice	0	15,000	15,000	15,000
Service delivery	207,159	171,302	230,815	191,286
<b>Total matched expenditure</b>	<b>1,306,729</b>	<b>1,080,768</b>	<b>1,456,246</b>	<b>1,206,852</b>
<b>Closing balance</b>	<b>916,380</b>	<b>797,996</b>	<b>492,213</b>	<b>311,489</b>
Federal Government levy collection costs	5,866	8,000	8,160	8,323

Note:

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

**Table 5: Sweetpotato 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	1,706,219	2,643,536	1,357,043	121,173
Levies from growers	885,452	150,000	0	0
Other Income	77,978	5,000	0	0
<b>Total Income</b>	<b>963,430</b>	<b>155,000</b>	<b>0</b>	<b>0</b>
Project funding <sup>1</sup>	11,467	60,000	0	0
Available for Investment	0	1,100,000	1,000,000	99,000
Grower consultation and advice	0	10,000	10,000	0
Service delivery	2,552	260,493	224,870	22,042
<b>Total matched expenditure</b>	<b>14,019</b>	<b>1,430,493</b>	<b>1,234,870</b>	<b>121,042</b>
<b>Closing balance</b>	<b>2,643,536</b>	<b>1,357,043</b>	<b>121,173</b>	<b>132</b>
Federal Government levy collection costs	12,094	11,000	1,000	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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