

What happened in the Pineapple Fund last year?

Annual Report 2020/21



About Hort Innovation and the Pineapple Fund

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the pineapple R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Pineapple Fund. We're extremely proud of the work we do to help drive productivity, profitability and demand for pineapple growers, and for the horticulture sector at large.

Throughout another challenging year for the horticulture sector, activity in the Pineapple Fund remained strong. Read on for an overview of what was delivered.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2020/21 at www.horticulture.com.au/annual-report-portal to better understand how Hort Innovation worked for the benefit of the horticulture sector during the year.

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\$261,789

invested in R&D



\$44,400

invested in marketing



7

active R&D investments



\$235,207

in levies collected

by the Government and passed on to Hort Innovation for investment



5%

The value of pineapple production increased by five per cent – from \$49.7 million in 2018/19 to \$52.2 million in 2019/20



36%

In 2019/20, 36 per cent of pineapples produced in Australia were used for processing



99%

The majority of Australia's pineapple production – 99 per cent – happens in Queensland

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories, for use by individual industries and the wider sector. The 2019/20 edition was released in early 2021 and features an interactive dashboard format for desktop users. See www.horticulture.com.au/horticulture-statistics-handbook.

Just some of the things delivered for you during the year



An integrated crop protection program to support growers in adopting best management practices on-farm – see hortinn.com/pi17001



Ongoing work to deliver new varieties with improved traits for growers and consumers, via the industry's breeding and evaluation program – see hortinn.com/pi17000



Preparation support for pest incursions such as fall armyworm and serpentine leafminer, including emergency minor use permits and longer-term investments to bolster the horticulture sector's response



The pineapple Harvest to Home dashboard providing regular household purchase data and insight reporting, at www.harvesttohome.net.au



A domestic marketing campaign and **The Good Mood Food** across-horticulture campaign to support industries through the effects of another challenging year – see www.horticulture.com.au/the-good-mood-food*



Investments in the Hort Frontiers strategic partnership initiative to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see www.horticulture.com.au/hort-frontiers*

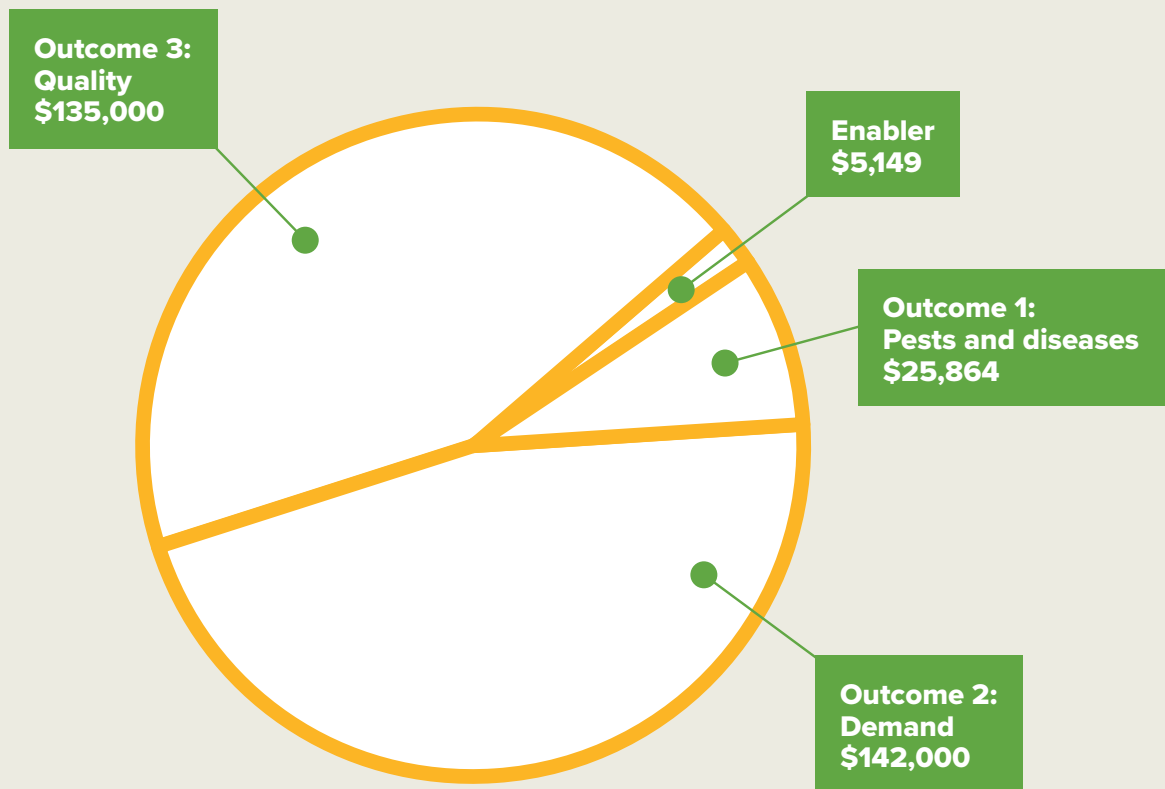


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2020/21 for more*

You can visit www.horticulture.com.au/pineapple at any time to access information on new, ongoing and completed projects, and to download resources produced by levy investments such as fact sheets and guides.

*These initiatives were delivered outside of the Hort Innovation Pineapple Fund and, in most instances, did not involve the industry levy

Here's what your fund invested in over the year



Investments that are specific to the Hort Innovation Pineapple Fund are guided by the pineapple Strategic Investment Plan (SIP). The SIP features priority outcome areas that have been identified and agreed upon by the industry, and Hort Innovation works to invest in R&D and marketing initiatives that are aligned to these.

In the above chart, you can see how project expenditure in the Pineapple Fund during 2020/21 was aligned to the SIP. Each project has been allocated to a SIP outcome based on its primary objective.

There was no activity during 2020/21 under Outcome 4: Workforce.

Expenditure on projects classified as 'enabler' support the broader delivery of the industry's strategic investment plan, such as impact assessments.

Which projects were in each of the SIP outcome areas?

Outcome 1: Pests and diseases

Improved pest and disease management and best practice adoption increases grower productivity, profitability and sustainability

Project title and code	2020/21 investment	Status	More information
Pineapple industry minor use program (PI16000)	\$389	Ongoing	hortinn.com/pi16000
Crop protection replacement for diuron in pineapple industry (ST15029)	\$25,475	Completed	hortinn.com/st17000-st15029-and-mt17012

Outcome 2: Demand

Adoption of continuous improvement and automation technology increases grower productivity and profitability

Marketing activities during 2020/21 contributed to demand-related outcomes in the SIP. You can read more about the pineapple marketing campaign on p9.

Project title and code	2020/21 investment	Status	More information
Consumer behavioural and retail data for fresh produce (MT17015)	\$8,449	Ongoing	hortinn.com/mt17015-pineapple
National pineapple breeding evaluation program (PI17000)	\$89,151	Ongoing	hortinn.com/pi17000

Outcome 3: Quality

Product quality and consistency improves returns to growers through increased consumer demand

Project title and code	2020/21 investment	Status	More information
Pineapple integrated crop protection program (PI17001)	\$135,000	Ongoing	hortinn.com/pi17001

Financial operating statement

Pineapple Fund Financial operating statement 2020/21

	R&D (\$)	Marketing (\$)	Total (\$)
	2020/21 July – June	2020/21 July – June	2020/21 July – June
OPENING BALANCE	197,471	42,207	239,678
Levies from growers (net of collection costs)	156,697	78,510	235,207
Australian Government money	157,708	–	157,708
Other income*	8,974	189	9,163
TOTAL INCOME	323,379	78,699	402,078
Project funding	261,789	44,400	306,189
Consultation with and advice from growers	1,095	730	1,825
Service delivery	52,532	10,295	62,827
TOTAL EXPENDITURE	315,416	55,425	370,841
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	205,434	65,481	270,915
Levy collection costs	5,697	3,161	8,858

*Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Making sure that levy investment decisions align with industry priorities

What will be the Pineapple Fund's focus over the next five years?



The pineapple Strategic Investment Plan (SIP) was created in 2021 to reflect current priorities for the pineapple industry. This involved extensive consultation with pineapple growers and industry stakeholders, including Growcom. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The pineapple SIP lays the foundation for decision making in levy investments and represents the balanced interest of the particular industry from which the levy is collected. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The pineapple SIP identifies four outcome areas that will contribute to the productivity and profitability of the pineapple sector. They are:

- Industry supply, productivity and sustainability
- Demand creation
- Extension and capability
- Business insights.

What projects will the fund be investing in next year?

The pineapple Annual Investment Plan (AIP) 2021/22 will detail how levy funds will be spent over the 12-month period. Investment decisions will be guided by the industry SIP and prioritised based on potential industry impact, as well as availability of levy funds.

The AIP is developed by Hort Innovation, and is informed by the SIP and industry consultation, including collaboration with Growcom. The AIP is then discussed with the industry SIAP for feedback and prioritisation. All investments will need to link to the industry's SIP by addressing a minimum of one KPI against a strategy under one of the four outcomes.

Annual Investment Plans will be published each year over the lifespan of the SIP and industry stakeholders will be advised via established communication channels.

Hort Innovation will continue to report on fund performance regularly, with more focus on reporting on outcomes and the impact of investments.



When available, you can visit www.horticulture.com.au/pineapple-fund-management to view both documents and get a full picture of how your levy will be invested over the next five years.

Boosting Aussie pineapple productivity while lowering environmental impact

This investment is educating Australian pineapple growers on the many benefits of integrated crop protection and what's needed to produce more fruit in an eco-friendly way.

The challenge

To remain competitive, Australian pineapple growers need higher yields, lower production costs, and better fruit quality – all while reducing their use of environmentally harmful pesticides and runoff.

Meet John

John Steemson and his wife Linda operate Littabella Pines pineapple farm north of Bundaberg. Given its proximity to the Great Barrier Reef, water quality is a top priority, and they've been part of this program since 2019.

"Projects like this are essential to ensure agriculture generally has the ability to change when change is needed and remain profitable in forever-challenging circumstances," says John.

"For us, this is an ongoing process with a single crop of pineapple, with outcomes taking four-and-a-half years, but we're already establishing some economic benefits and it's changing many of our farming practices.

"We've incorporated many of the findings into our operation, which has led to much lower rates of pre-plant fertiliser."

The trial area on John's farm was divided into three groups: full, medium, and low rate of pre-plant fertiliser application.

"Visually, there was no apparent difference in plant and fruit size between the three rates," says John. "I'm now a firm believer that we can certainly apply what the crop needs nutritionally in a foliar manner in smaller amounts, more regularly throughout the growth cycle of the plants,"

Other improvements to John's operation as a result of the program's findings include fumigation of identified pest areas and changes to his farm's layout, which has reduced nutrient and sediment losses.

"All of this has improved profitability," says John. "The findings of these research projects will have long lasting benefits to the pineapple industry and potentially other crops as well."



John Steemson, pineapple grower, Bundaberg

Continued



The approach

Beginning in 2018, this program has implemented many measures to ensure the long-term viability of the Australian pineapple industry, including updating of the industry's best practice manual, the creation of videos and fact sheets for growers, on-farm demonstration sites, integrated crop protection workshops, and research into pineapple plant nutrition and pest and disease management.

The program also produces a quarterly industry *Pineapple Press e-newsletter* and funds the upkeep and management of the pineapple industry website. It's also responsible for the distribution of important industry communications, and the organisation of field days, like the annual Pineapple Field Day.

These field days attract about 80 per cent of growers each year and are a key showcase for research and technology, which makes up the Pineapple Integrated Crop Protection Program. These will continue to be an effective mechanism for promoting the uptake of new technologies and best management practices going forward.

The impact

Although the program will run through until 2023, 17 demonstration trial sites have already been established as part of this program, covering the research areas of site selection and drainage, ground preparation, fallow management and bed formation, pre and post plant nutrition management, integrated pest and disease management, and management of erosion and sedimentation.

One of these trials has discovered a new long residual broad spectrum herbicide for the control of a number of grass and broadleaf weeds as a pre-plant application. This is now undergoing further research.

Ultimately, it's hoped the program will result in improved pest management, greater productivity and sustainability, attract new growers, and retain existing farmers through increased profitability.

For more information, visit hortinn.com/pi17001

Project details

Pineapple integrated crop protection program (PI17001)

Key research provider: The Queensland Department of Agriculture and Fisheries

Start date: October 2018

Expected end date: April 2023

Estimated value for life of project: \$597,579

Helping Aussies add sunshine to their meals with Australian pineapples

The aim was to increase awareness and get more consumers to ‘add some Aussie sunshine to everyday meals with Australian Pineapples’.

The opportunity

Despite pineapple’s great taste, many Australians aren’t aware of its versatility and the ease with which they can add it to everyday meals. This knowledge gap provided an opportunity get more Australians eating pineapple, more often.

The approach

By leveraging consumer insights, the campaign was able to target potential consumers with compelling content across social media.

Working with renowned food photographer, stylist, and recipe guru Bonnie Coumbe, new pineapple recipes were created, complete with tempting videos and dozens of images. These included tasty snack ideas with Australian Pineapples, showcasing easy ways to incorporate them into their daily diet.

These campaign assets, backed by the message to ‘add some Aussie sunshine with pineapples’ were leveraged across social media, making Australian pineapples top of mind at the shops and in the kitchen.

The social campaign consisted of three main content pillars: Taste the sunshine, which focused on usage and selection tips, delicious retro recipes, and storage; Feel the sunshine, which highlighted the fruit’s key nutrition information, along with healthy usage ideas; and Peek into the sunshine, which centered on what sets Australian grown pineapples apart from the rest, featuring engaging grower stories.



Continued



The outcome

Thanks to great content and a strategic focus on social media, hundreds of thousands of Australians are now more likely to 'add some Aussie sunshine to everyday meals with Australian Pineapples'.

The campaign achieved more than 1.2 million impressions on social media, with almost 20,000 people liking, sharing, or commenting on the content. This demonstrates a very high level of engagement and is a sure sign the campaign resonated.

“

“Having only a small marketing budget the marketing team have been able to get good exposure through social media at peak times during the season. Along with the industry focussing on better eating quality of pineapple, this has helped drive consumer demand.”

Gavin Scurr, pineapple grower, Queensland

Read more about the campaign at hortinn.com/pineapple-marketing-snapshot

Project details

These marketing activities are strategic levy investments in the Hort Innovation Pineapple Fund

Minor use permits

The Hort Innovation Pineapple Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit hortinn.com/pineapple-minor-use.

Permits in 2020/21

During the 2020/21 financial year, successful renewals for PER12450 and PER83873 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Pineapple industry minor use program* (PI16000).

Details for these and all other permits can be found in the following table.



Minor use permits

Current permits

Below is a list of minor use permits for the pineapple industry, current as of 25 August 2021.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER87066	Dimethoate / Pineapple / Pineapple red mite and flat mite (ALL States)	01-Mar-19	31-Mar-24	Hort Innovation
PER12450 Version 7	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	30-Nov-25	Hort Innovation
PER14953	Ethephon / Pineapple (fresh market) / Fruit ripening	18-Dec-14	25-Dec-24	Growcom
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER81856 Version 4	Diuron / Pineapples / Weeds as per diuron label	16-Jun-16	30-Nov-22	Growcom
PER81805 Version 2	Abamectin / Pineapple / Pineapple flat mite	02-Aug-16	31-Jul-25	Hort Innovation
PER81901 Version 2	Sulfoxaflor (Transform) / Pineapple / Pineapple mealybug	24-Aug-16	28-Feb-23	Hort Innovation
PER81900 Version 2	Spirotetramat (Movento) / Pineapple / Pineapple mealybug suppression	17-Dec-16	30-Sep-22	Hort Innovation
PER83873 Version 2	Phosphorous acid / Pineapple planting material (pre-plant dip) / Phytophthora heart and root rot	22-Feb-18	28-Feb-26	Hort Innovation
PER89241	Spinetoram / Various including tropical fruit – inedible peel / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

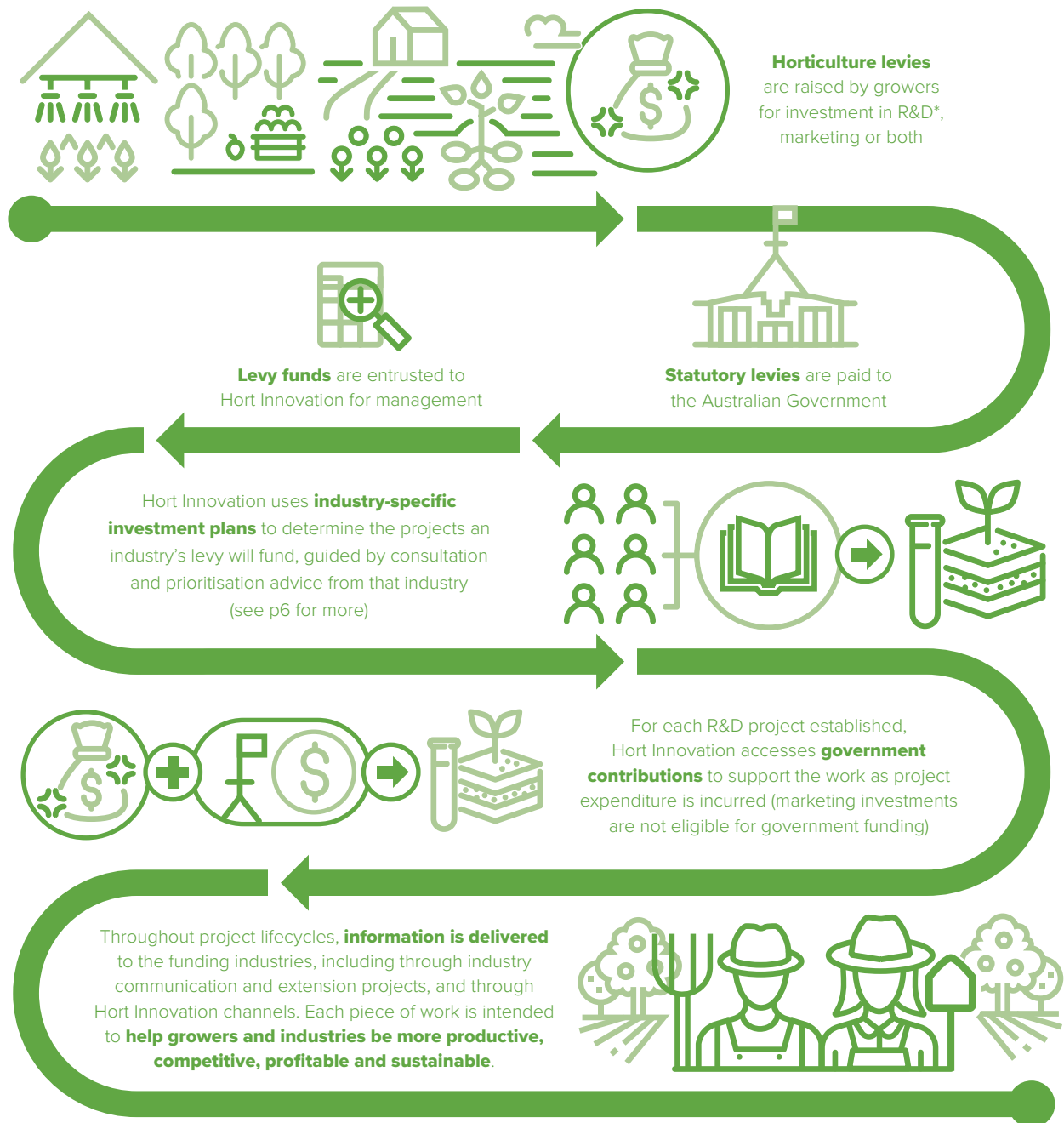
Keep up to date!

Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at www.horticulture.com.au/sign-up.

How strategic levy investments are made in the Pineapple Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The pineapple R&D and marketing levies were invested this way during the year, guided by the pineapple Strategic Investment Plan 2017-2021 and advice from the industry’s investment advisory panel.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Pineapple Fund, visit www.horticulture.com.au/pineapple. During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy reserve.

Hort Innovation

Horticulture Innovation Australia Limited
ACN 602 100 149

Level 7, 141 Walker Street
North Sydney NSW 2060 Australia

02 8295 2300 | communications@horticulture.com.au

www.horticulture.com.au

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