

A close-up photograph of several sweetpotatoes. Some are whole, showing their reddish-brown skin, while others are sliced into rounds, revealing their bright orange interior. The background is a blurred wooden surface.

# Sweetpotato Fund

Annual Report 2019/20

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# About Hort Innovation and the Sweetpotato 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 sweetpotato R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Hort Innovation Sweetpotato Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for sweetpotato growers, and for the horticulture sector at large.

## About the year

**An intense and unpredictable year, 2019/20 certainly dealt challenges for the world, for Australian horticulture, and for Hort Innovation.** There was ongoing drought, a devastating bushfire season, intense floods, the biosecurity threat of fall armyworm and, of course, the global and ongoing COVID-19 pandemic.

**We encourage you to download a copy of the overarching Hort Innovation Annual Report 2019/20** at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to better understand Hort Innovation’s responses to these events, and how the company was able to change its plans and priorities to best serve the sector.

**Through it all, though, activity in the Hort Innovation Sweetpotato Fund remained strong.** While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$520,000 invested in R&D for the industry, plus \$528,000 in marketing. Read on for an overview of what was delivered.

## 2019/20 Sweetpotato Fund snapshot



**\$520,000**

invested in R&D



**\$528,000**

invested in marketing



**11**

active R&D  
investments



**\$1.54M**

in levies collected  
by the government and passed  
on to Hort Innovation for investment

## Did you know?



**12.2%**

Australia's sweetpotato  
production grew in volume  
by an average annual rate  
of 12.2 per cent over the  
five years to 2018/19



**8.9%**

Production value grew  
at an average annual rate  
of 8.9 per cent over  
the five years  
to 2018/19



**88%**

Almost all of Australia's  
sweetpotatoes are grown in  
Queensland and New South Wales,  
with 88 per cent of production  
volume coming from 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 2018/19 edition was released in early 2020 and, for the first time, features an interactive dashboard format for desktop users. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).



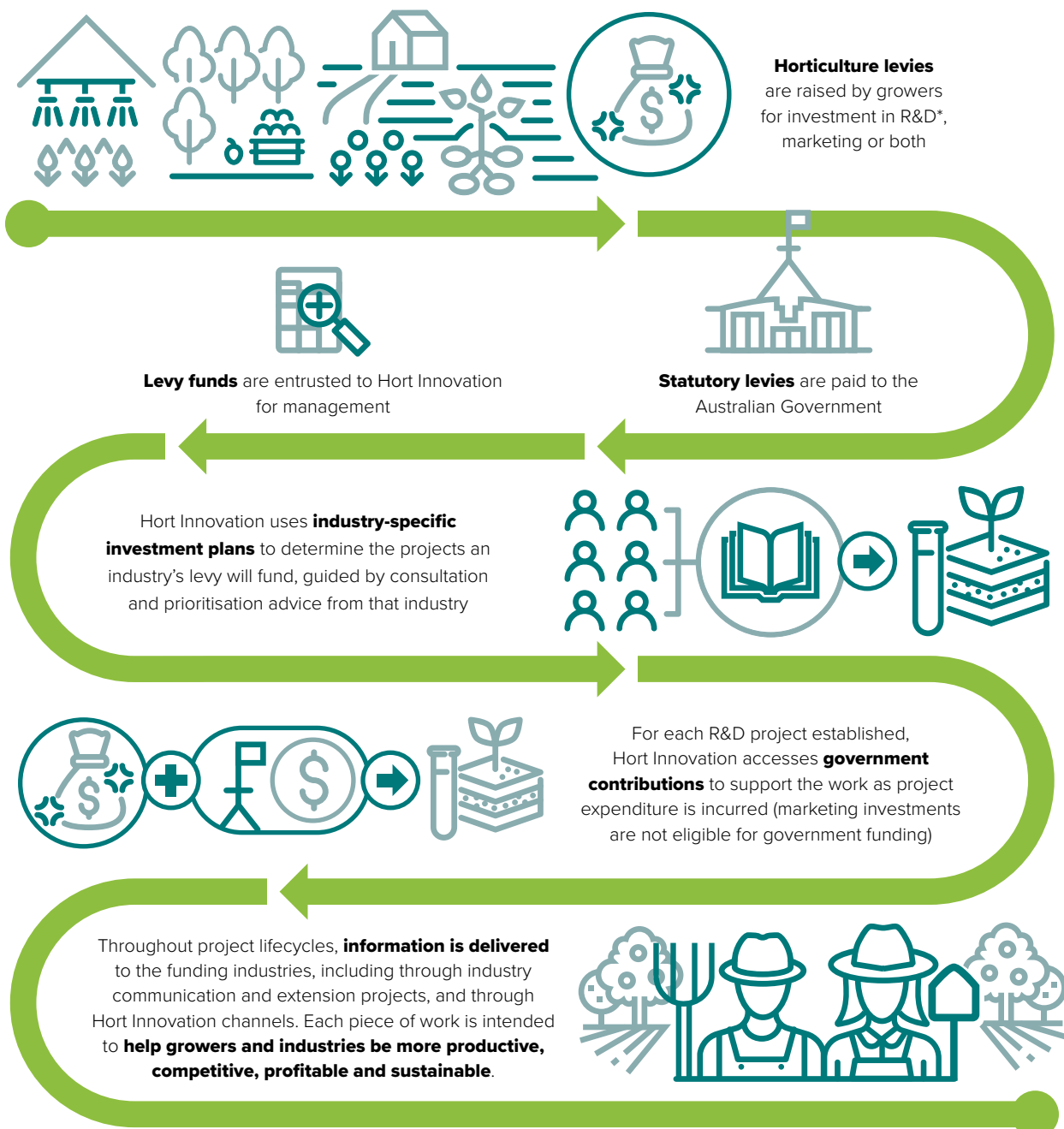
## Just some of the things delivered for you during the year:

- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast ([www.horticulture.com.au/webinars](http://www.horticulture.com.au/webinars)) and regular consumer attitude and behaviour information ([www.horticulture.com.au/impact-monitor](http://www.horticulture.com.au/impact-monitor))\*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, [www.bit.ly/armyworm-podcast](http://www.bit.ly/armyworm-podcast)\*
- ✓ **A multi-pronged domestic marketing campaign** and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign\* to support industries through the effects of recent times ([www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food))
- ✓ **New consumer insights about perceptions and attitudes towards sweetpotatoes**, to inform grower businesses as well as future investment into R&D and marketing (p7)
- ✓ **Opportunities for leadership development** to attract and retain talent in the sweetpotato industry (see from p7)
- ✓ **The sweetpotato Harvest to Home dashboard** providing regular consumer behavioural data and insight reporting, at [www.harvesttohome.net.au](http://www.harvesttohome.net.au)
- ✓ **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](http://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 2019/20 for more\*

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

# Making investments in 2019/20

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



\* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Sweetpotato Fund, visit [www.horticulture.com.au/sweetpotato](http://www.horticulture.com.au/sweetpotato). 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 reserves.

## Investment planning and performance

During 2019/20, Hort Innovation continued to track investment expenditure against the Sweetpotato Strategic Investment Plan, while looking towards new developments in 2021. Access an at-a-glance copy of the current investment plan at [www.bit.ly/sweetpotato-plan](http://www.bit.ly/sweetpotato-plan).

### A performance analysis is coming

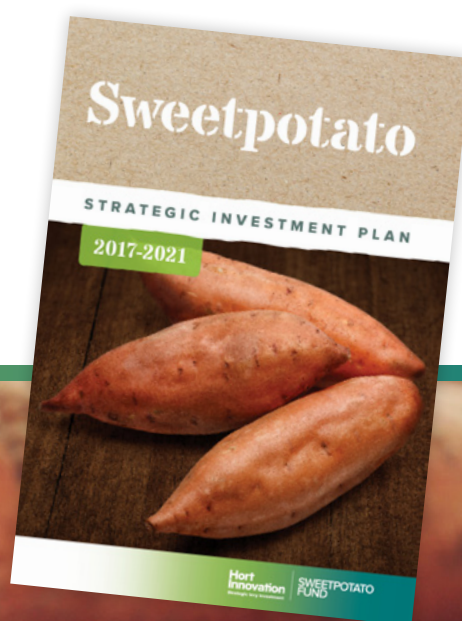
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for investment. Look for information to be published at [www.horticulture.com.au/sweetpotato](http://www.horticulture.com.au/sweetpotato) in 2021.

### See how your levy investments align to the industry's current plan

You can see how investment expenditure in the Hort Innovation Sweetpotato Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from [www.bit.ly/sweetpotato-investment](http://www.bit.ly/sweetpotato-investment). The analysis shows the allocation of funding against each of the sweetpotato plan's outcomes, and gives an indication of the projects that are aligned to each outcome.

### New ways of obtaining advice and setting priorities

In 2020/21, Hort Innovation will be implementing new ways of obtaining advice and setting priorities for industry investments. Renewed industry investment plans, plus new yearly (or as needed) program plans and new ways of consulting more broadly will mean more efficient investment and better outcomes for industry. Watch this space.



## R&D project list 2019/20

### NEW INVESTMENTS IN 2019/20

MT18016 Leadership development program

MT19005 Horticulture trade data

### ONGOING INVESTMENTS IN 2019/20

PW17000 Review of the biosecurity plan for the sweetpotato industry

PW17001 Integrated pest management of nematodes in sweetpotatoes

PW18001 Investigation of skin hardening and splitting disorders in sweetpotatoes

PW18002 Sweetpotato industry minor use program

MT17017 Vegetable cluster consumer insights program

MT18011 Ex-post impact assessment\*

ST17000 Generation of data for pesticide applications in horticulture crops 2018

\* This multi-industry project was a key monitoring and evaluation investment during 2019/20 – we encourage you to find the full details at [www.horticulture.com.au/mt18011](http://www.horticulture.com.au/mt18011)

### INVESTMENTS COMPLETED IN 2019/20

PW18003 Australian sweetpotato consumer insights research

ST16008 AgVet collaborative forum



## R&D report

Take a closer look at some of the key investments in the Hort Innovation Sweetpotato Fund during 2019/20. You can also visit [www.horticulture.com.au/sweetpotato](http://www.horticulture.com.au/sweetpotato) 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.

### *Leadership development program (MT18016)*

NEW IN 2019/20

**Key research provider:** The Right Mind

This multi-industry investment runs and supports the participation of horticulture participants – including workers in the sweetpotato industry – in the Growing Leaders leadership development program. The program is conducted online and (where and when possible) through face-to-face sessions, and helps participants define their leadership style, manage conflict, shape team culture, communicate effectively and more. For more information, visit [www.therightmind.com.au/programs](http://www.therightmind.com.au/programs) and look out for opportunities to apply in industry channels.

### *Australian sweetpotato consumer insights research (PW18003)*

NOW COMPLETE

**Key research provider:** Edentify

This project delivered research on Australian consumer perceptions and attitudes towards sweetpotatoes. Its insights and recommendations can be used by growers in their individual businesses, and are also available to help guide future Hort Innovation Sweetpotato Fund initiatives in both marketing and R&D.

The work involved a quantitative online survey of 1200 grocery buyers, and a qualitative forum with 32 grocery-buying participants who do some household cooking, and had bought sweetpotatoes in the month preceding the forum.

Full results can be found at [www.bit.ly/pw18003](http://www.bit.ly/pw18003), but in brief included:

- » Consumers find sweetpotatoes versatile and easy to use, with nearly all surveyed eating them at dinnertime, particularly as a side dish with other vegetables.
- » There is strong association with sweetpotatoes and winter.
- » While many people feel they know how to choose a good sweetpotato, there is variation in the quality characteristics used. Size was found to be important, with participants indicating a range of sizes is good to choose from.
- » Participants said the key characteristics of sweetpotatoes are taste, nutrition and versatility. An unprompted association was 'healthy' and 'tasty' (though many weren't clear on the reasons why sweetpotatoes are nutritious).
- » There is an opportunity to increase purchase among medium (once per week) and light (less than once per month) sweetpotato users.
- » There are some key areas that can be used to further educate around and promote sweetpotatoes, including their distinctive shape and colour, their sweet taste, characteristics that indicate freshness and quality, their specific health benefits and their versatility in being prepared and cooked in a range of ways.

### *Investigation of skin hardening and splitting disorders in sweetpotatoes (PW18001)*

**Key research provider:** The Queensland Department of Agriculture and Fisheries

Beginning in mid-2019, this investment represents a collaboration between Australian and US researchers to better understand the causes behind splitting and skinning in sweetpotato crops, and how they can be reduced.

Continued >>



Splitting can occur during storage, but in cooler weather the main nematode-resistant sweetpotato cultivar grown in Australia is prone to splitting on-farm at harvest, with reported losses as high as 30 per cent. Meanwhile, other cultivars are susceptible to skinning damage during harvest and post-harvest operations, leading to sunken, darkened areas on the skin surface.

Initial research in the US has drawn a link between cultivar, crop nutrition and skin hardening, which this investment is delving deeper into. Specifically, the researchers are looking at the effect of nutrients and whether their manipulation can influence skin hardening in different varieties, in turn influencing the rates of splitting and skinning in sweetpotato.

### ***Integrated pest management of nematodes in sweetpotatoes (PW17001)***

**Key research provider:** The Queensland Department of Agriculture and Fisheries

This investment is bringing current and new information on nematode management and soil health to Australian sweetpotato growers.

Beginning in 2018 and ongoing through 2019/20, it has been facilitating a series of masterclasses and other extension activities to bring the most up-to-date knowledge to industry (delivered via remote technologies under COVID-19), while conducting a range of field work to develop new knowledge. This field work includes surveys to identify region-specific nematode species and issues facing the Australian sweetpotato industry; the investigation of management approaches including cover crops, soil amendments, tillage options and more; and the evaluation of new nematicide technologies.

### ***Review of the biosecurity plan for the sweetpotato industry (PW17000)***

**Key research provider:** Plant Health Australia

Starting in 2018, this five-year investment is reviewing and updating the industry's biosecurity plan. The plan is a top-level document that identifies high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, plus surveillance and diagnostic activities. It provides a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.

To enhance the approach to implementing biosecurity, the project has also established a Biosecurity Implementation Group.

The current sweetpotato biosecurity plan is available from Plant Health Australia at [www.planthealthaustralia.com.au/sweet-potatoes](http://www.planthealthaustralia.com.au/sweet-potatoes).

### ***Vegetable cluster consumer insights program (MT17017)***

**Key research provider:** Nielsen

This ongoing multi-industry investment provides regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform ([www.harvesttohome.net.au](http://www.harvesttohome.net.au)).

The platform has a dedicated dashboard for sweetpotatoes, making data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain partners in decision-making for their businesses and, for the wider industry, the data and insights are available to support strategic activities, as well as Hort Innovation Sweetpotato Fund marketing plans.

### ***Sweetpotato industry minor use program (PW18002)***

**Key research provider:** Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the sweetpotato industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see [p9](#).

All current minor use permits for the industry are searchable at [portal.apvma.gov.au/permits](http://portal.apvma.gov.au/permits). Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).

### ***Generation of data for pesticide applications in horticulture crops 2018 (ST17000)***

**Key research provider:** Peracto

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to APVMA which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.

This investment is generating the data required for a range of registration and minor use applications across a variety of horticulture crops, including sweetpotatoes. It is supported by grant funding that Hort Innovation secured through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

## Minor use permits

The Hort Innovation Sweetpotato 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 [www.bit.ly/minor-use-sweetpotato](http://www.bit.ly/minor-use-sweetpotato).

### Permits in 2019/20

During the 2019/20 financial year, a successful renewal for PER14583 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Sweetpotato industry minor use program (PW18002)**.

Meanwhile, fall armyworm – an incredibly destructive exotic pest – was detected on Australian shores for the first time in 2020. To support readiness and protect the horticulture sector, Hort Innovation was involved in securing emergency permits for crop protection chemicals, with all horticulture industries having at least one effective option available to them by the end of 2019/20. For the sweetpotato industry, PER89241, PER89352, PER89263, PER89293 and PER89870 were obtained for this reason.

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



## Current permits

Below is a list of minor use permits for the sweetpotato industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	ISSUED DATE	EXPIRY DATE	STATES	PERMIT HOLDER
PER81876 Version 3	Abamectin / Root and tuber vegetables / Vegetable leafminer (suppression only)	24-Jun-16	30-Apr-24	All, excluding VIC	Hort Innovation
PER84249	Abamectin, bifenthrin / Sweetpotato / Tomato potato psyllid	16-Jun-17	31-Jul-20	All, excluding VIC	NSW DPI
PER14583 Version 4	Chlorpyrifos / Various vegetables, including sweetpotato / Sweetpotato weevil and wireworm	01-Apr-14	31-Oct-21	All, excluding VIC	Hort Innovation
PER84805	Cytraniliprole / Sweetpotato / Tomato potato psyllid	06-Dec-17	31-Dec-22	All, excluding VIC	Hort Innovation
PER13153 Version 3	Fipronil / Sweetpotato / White fringed weevil and wireworms <i>Please note: Use registered on multiple labels</i>	14-Dec-11	31-Dec-21	NSW, QLD, NT, WA	Hort Innovation
PER82556	Fluazifop-P / Sweetpotato / Various grass weeds	16-Apr-14	31-Jan-23	All, excluding VIC	Hort Innovation
PER82428 Version 4	Methomyl (Marlin) / Sweetpotato / Helicoverpa, cucumber moth, cluster caterpillar, loopers, webworm, Rutherglen bug, thrips (including western flower thrip)	22-Apr-16	31-Mar-24	All	Hort Innovation
PER13902 Version 2	Phorate (Thimet) / Sweetpotato / Aphids, thrips, jassids and organophosphate susceptible two-spotted mite and wireworm	02-Jan-13	31-Mar-23	All, excluding VIC	Hort Innovation
PER86443	Pirimicarb (Pirimore) / Sweetpotato / Aphids including green peach aphid and onion aphid	19-Jun-18	30-Jun-23	All, excluding VIC	Hort Innovation
PER84757	Spinetoram (Success Neo) / Root and tuber vegetables / Tomato potato psyllid	28-Nov-17	30-Nov-20	All, excluding VIC	Hort Innovation
PER84245 Version 2	Spirotetramat (Movento) / Potato, sweetpotato, tomato, capsicum, chilli pepper and eggplant (field and protected cropping systems) / Tomato potato psyllid	07-Apr-17	30-Apr-25	All	NSW DPI
PER84249 Version 2	Abamectin, bifenthrin / Sweetpotato / Tomato potato psyllid	16-Jun-17	31-Jul-25	All	NSW DPI
PER84743	Sulfoxaflor / Root and tuber vegetables, including sweetpotato / Tomato potato psyllid	24-Oct-17	31-Oct-22	All, excluding VIC	Hort Innovation
PER12047	Thiabendazole / Sweetpotato seed roots / Field rots caused by scurf and root rot	29-Jun-11	30-Sep-21	All, excluding VIC	Hort Innovation

Continued >>

PERMIT ID	DESCRIPTION	ISSUED DATE	EXPIRY DATE	STATES	PERMIT HOLDER
PER13151 Version 3	Zinc phosphide (RattOff) / Sweetpotato / House mice and introduced rats	14-Dec-11	31-Mar-22	NSW and QLD only	Hort Innovation
PER87051	Thiamethoxam + chlorantraniliprole (Durivo) / Various specified crops, including sweetpotato / Various specified pests	25-Feb-19	28-Feb-24	QLD (Wide Bay Burnett region)	Bundaberg Fruit and Vegetable Growers
PER89263	Emamectin (Proclaim Opti Insecticide) / Root and tuber vegetables / Fall armyworm	10-Mar-20	31-Mar-23	All, excluding VIC	Hort Innovation
PER89241	Spinetoram / Various, including sweetpotato / Fall armyworm	06-Mar-20	31-Mar-23	All, excluding VIC	Hort Innovation
PER89293	Methomyl / Sweetpotato / Fall armyworm	10-Apr-20	30-Apr-23	All, excluding VIC	Hort Innovation
PER89352 Version 2	Chlorantraniliprole (Altacor Hort Insecticide / Coragen) / Vegetables: root and tuber vegetables, except potatoes / Fall armyworm	05-May-20	31-May-23	All, excluding VIC	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various, including root and tuber vegetables / Fall armyworm	21-Jul-20	31-Jul-23	All, excluding VIC	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](https://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](https://www.horticulture.com.au/sign-up).

## Marketing report

Hort Innovation is responsible for investing the sweetpotato marketing levy into a range of activities to drive frequency of purchase and consumption, under the Hort Innovation Sweetpotato Fund. Read on for a snapshot of activities and results from 2019/20.

The marketing program for 2019/20 kept sweetpotato top-of-mind for consumers throughout the campaign and had a focus on communicating the versatility of sweetpotato. This was achieved through the Australian Sweet Potatoes media campaign, sampling, social media and public relations.

### MEDIA

The Australian Sweet Potatoes media campaign took place over April through to June 2020 with the aim of bringing sweetpotato to the front of consumers' minds. The "supercharge your meals" messaging was continued and targeted grocery buyers (25-54 years old) with children (6-11 years old). The key areas targeted included Sydney, Melbourne, and Brisbane.

### Impact of COVID-19

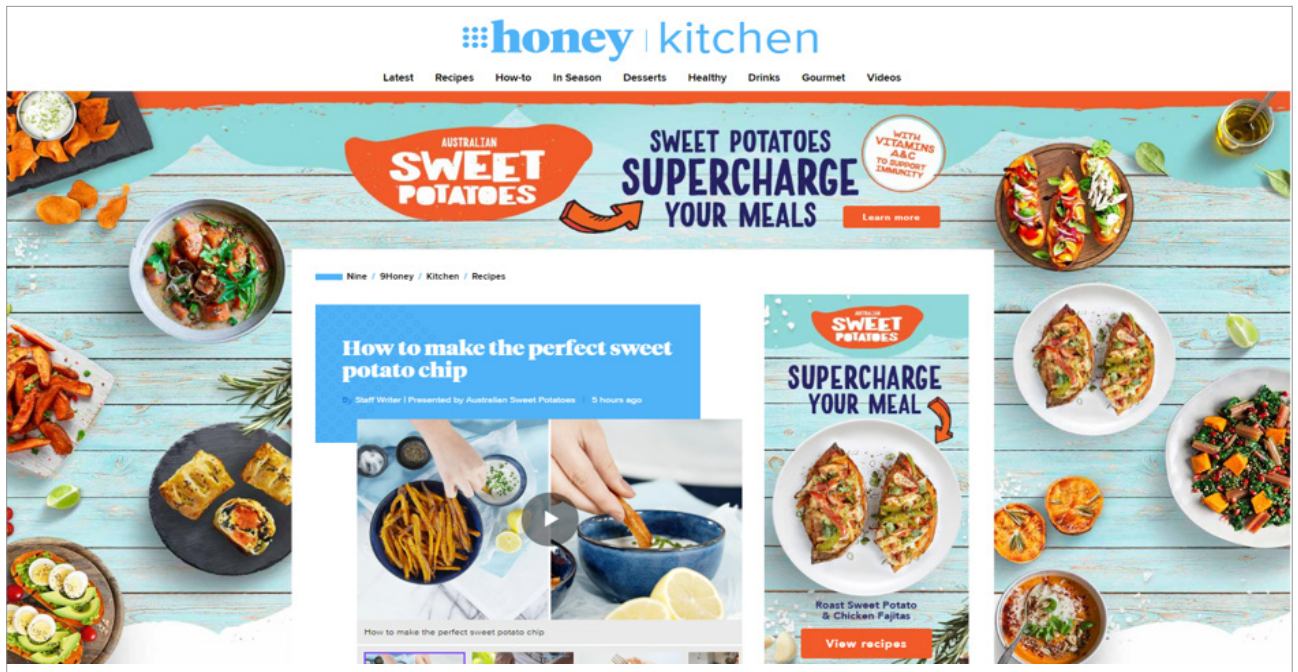
The COVID-19 pandemic affected all Australians and the media landscape, coming into full effect just as the Australian Sweet Potatoes media campaign was to begin. Outdoor

advertising (such as signage outside supermarkets) was greatly impacted as people were required to stay indoors as much as they could. As more people were spending time at home, they turned to other channels including TV, online video, and streaming radio.

The changing market conditions were considered when planning the campaign to ensure that Australian Sweet Potatoes advertising was delivered through the most relevant and effective channels to successfully drive consideration and inspiration for sweetpotato. In consultation with key industry representatives, the media plan was changed to include only digital advertising, including online video, radio, and a content partnership.

Interest in news, health and home-cooking increased during the pandemic. To meet this rising consumer interest, Australian Sweet Potatoes produced new advertising that highlighted not only the delicious taste and versatility of sweetpotato, but the health benefits. The newly created Australian Sweet Potatoes health-skewed advertising





was very relevant during the pandemic, showing how sweetpotato can support consumers' immunity. To view an example of the advertising, please visit the [Australian Sweet Potatoes YouTube channel here](#).

### Online video

Video advertising to grocery buyers took place through major television online networks, including 7Plus, 9Now, 10Play and SBS On Demand. The top performing shows across the networks that delivered the majority of Australian Sweet Potatoes ad views included *Lego Masters*, *MasterChef*, and *My Kitchen Rules*. In addition, YouTube allowed Australian Sweet Potatoes advertising to further reach the target consumers and drive consideration of sweetpotato.

The online video advertising was successful and surpassed the key performance indicators (KPIs). The TV catch-up and YouTube activity delivered a total of 1.9 million opportunities for people to see the content, with strong viewability and completion rates.





## Radio

Another way Australian Sweet Potatoes messaging reached the target consumers was radio advertising, including radio accessed digitally as well as traditionally. Popular radio channels from publishers NOVA and ARN and online versions of these channels were used, successfully meeting KPIs.

## CONTENT PARTNERSHIP

A partnership with influential media publisher Nine was established to create and publish a wealth of inspirational content across online channels. This content partnership enabled the Australian Sweet Potatoes campaign to respond quickly to evolving consumer needs during the pandemic with engaging content.

With consumers looking for recipes to create at home, Australian Sweet Potatoes inspired consumers with a wealth of bespoke sweetpotato recipes through 9Honey Kitchen. Three video recipes were created to show how consumers could create a variety of delicious sweetpotato foods, including [Sweet Potato Chips](#), [Guilt-free Choc Chip Muffins](#), and [Sweet Potato Hummus](#). These recipes achieved 114,000 views on the page and were further shared through 9Honey Facebook.

Additionally, four articles with four new sweetpotato recipes were published on 9Honey Kitchen, achieving a reach of 28,000 viewers.

Two editorial articles were also produced, focusing on meal inspiration

for parents: [Quick and easy meal ideas for winter](#) and [5 healthy snack ideas your kids will love](#). These articles exceeded the KPIs set and achieved 49,000 page views.

Lastly, major targeted advertising (such as through digital banners and tiles on webpages) across two influential publishers, Nine and NewsCorp, was conducted and achieved an impressive 3.5 million impressions.

## SAMPLING

To encourage consumers to trial sweetpotatoes in a variety of meals, Australian Sweet Potato recipes were showcased through in-store sampling and sweetpotato ice-cream pop-up events.



### In-store sampling

Sweetpotato was sampled in 115 Coles nationwide from during July 2019, as part of Coles' annual *Sputacular* event. Although not technically a potato, sweetpotatoes are located with potatoes in store and needed to have a presence against their major competitor.

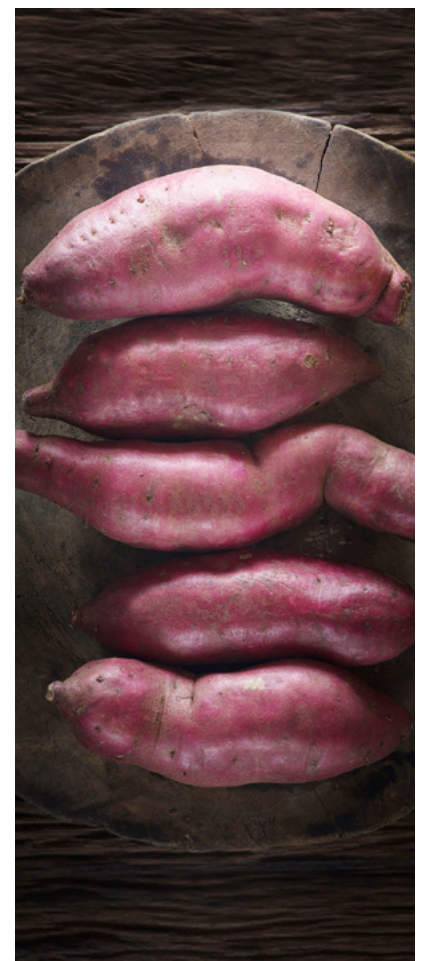
To demonstrate versatility of the vegetable, sweetpotato pizzas (sweetpotato base topped with cheese, basil and pepitas) were sampled in supermarkets at an Australian Sweet Potatoes-branded stand. Brand ambassadors in charge of the sampling engaged with consumers, communicating the benefits of sweetpotato and passing on a recipe leaflet to further inspire consumers at home. A total of 12,960 samples were consumed and an additional 6,010 shoppers were exposed to the brand.

### Sweetpotato ice-cream pop-ups

To further engage consumers and illustrate the versatility of sweetpotato year-round, sweetpotato ice-cream pop-up events took place across popular beaches and shopping areas in Sydney, Brisbane, and Melbourne in January and February 2020.

These events were very popular, with a lot of excitement around the innovative idea. Consumers enjoyed free sweetpotato ice-cream with their choice of a variety of toppings and then could sit under umbrellas or browse the wall of sweetpotato recipe leaflets to take home.

- » Chatswood, NSW: 3,200 samples given out
- » Bondi Beach, NSW: 2,300 samples given out
- » Manly, NSW: 3,200 samples given out
- » Surfers Paradise Foreshore, QLD: 5,000 samples given out
- » Queen St Mall, QLD: 3,200 samples given out
- » St Kilda Foreshore, VIC: 3,200 samples given out.





## SOCIAL MEDIA AND PUBLIC RELATIONS (PR)

Australian Sweet Potatoes social media activity occurred throughout the year, with ongoing posting through Facebook ([www.facebook.com/australiansweetpotatoes](http://www.facebook.com/australiansweetpotatoes)) and Instagram ([www.instagram.com/australiansweetpotatoes](http://www.instagram.com/australiansweetpotatoes)) to remind and inspire audiences with sweetpotato usage ideas. With the onset of COVID-19, health messages were integrated into captions to remind how sweetpotato can support immunity and overall health.

Thirteen new sweetpotato recipes were created and photographed in December 2019 to share with Australian Sweet Potatoes social media followers and website viewers. The recipes were created to show the versatility of sweetpotato, suitable in both sweet and savoury meals across different meal occasions.

To reach the social media target of millennial mums, a partnership with social media influencer and mum Magdalena Roze was formed. Magdalena was taken to a sweetpotato farm in Cudgen to meet growers and learn about the



growing process, giving her greater appreciation for the vegetable. During the visit, photography was taken to share her experience in her own and Australian Sweet Potatoes social media channels. Magdalena subsequently created five new recipes positioning sweetpotatoes for all occasions, which were amplified to her 44,600 followers.

Magdalena's sweetpotato recipes and sweetpotato facts were pitched to the media, and as a result achieved 35

pieces of media coverage across major news sources, such as *Woman's Day*, *Body & Soul*, and *Kidspot*.

In summary, social media and PR activities were successful, generating 26.2 million opportunities for people to see the sweetpotato-inspired content. This was achieved through 47 pieces of media coverage across traditional and social media, celebrating the taste, versatility, and health of sweetpotato.

## THE GOOD MOOD FOOD

### THE GOOD MOOD FOOD

In 2019/20, Hort Innovation created The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, vegetables and nuts.

With the central message that these Aussie horticulture products are natural mood boosters, the campaign was developed to support the sector through the impacts of recent challenges including bushfires, drought, floods and of course COVID-19 – the effects of which continue to be felt in consumer spending and purchasing behaviour.

Initially running between May and November 2020, The Good Mood Food has been seen across the country on TV; in newspapers; on radio and music streaming services; online (including on YouTube and TV catch-up services); on social media; and via retail partnerships and advertising screens near supermarkets.

In July, 56 per cent of surveyed consumers said The Good Mood Food had positively influenced their shopping habits, and by the end of campaign's run, 98 per cent of all Australians were expected to be reached.

Learn more at [www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food).

# Financial statement

## Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
<b>OPENING BALANCE</b>	<b>922,747</b>	<b>799,522</b>	<b>1,722,269</b>
Levies from growers (net of collection costs)	502,170	1,038,357	1,540,527
Australian Government money	314,192	–	314,192
Other income*	12,929	11,082	24,011
<b>TOTAL INCOME</b>	<b>829,291</b>	<b>1,049,439</b>	<b>1,878,730</b>
Project funding	520,042	528,060	1,048,103
Consultation with and advice from growers	3,578	2,464	6,042
Service delivery – base	24,289	26,310	50,598
Service delivery – shared	40,475	37,778	78,253
Service delivery – fund specific	40,000	80,000	120,000
<b>TOTAL EXPENDITURE</b>	<b>628,384</b>	<b>674,613</b>	<b>1,302,996</b>
Levy contribution to across-industry activity	–	–	–
<b>CLOSING BALANCE</b>	<b>1,123,655</b>	<b>1,174,348</b>	<b>2,298,002</b>
Levy collection costs	13,358	20,699	34,057

\* Interest, royalties

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