



Vegetable Fund

Annual Report 2019/20

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About Hort Innovation and the Vegetable 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 vegetable R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Hort Innovation Vegetable Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for vegetable 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 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 Vegetable Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment, with some \$17.17 million invested in R&D for the industry, including into several new projects and programs. Read on for an overview of what was delivered.

2019/20 Vegetable Fund snapshot



\$17.17M

invested in R&D



88

active R&D investments



\$9.83M

in levies collected

by the government and passed on to Hort Innovation
for investment

Did you know?



20%

One fifth of Australia's fresh vegetable supply is sent to the foodservice sector, while 35 per cent goes to processing



17.5%

In the five years to 2018/19, vegetable crops with the highest annual growth rate in value were garlic (a 17.5 per cent increase), asparagus (15.9 per cent) and fennel (14.1 per cent)



37.1%

Vegetable crops with the highest share of production volume exported in 2018/19 were asparagus (37.1 per cent), carrots (33.1 per cent) and broccoli and celery (both at 8.7 per cent)

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.

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

- ✓ **A new industry communications program** plus a new iteration of the **nationwide VegNET program** to support growers in accessing information and adopting best practice on farm (p9)
- ✓ **Information and data to assist through COVID-19**, including the new Hort Innovation Insights podcast (www.horticulture.com.au/webinars) and regular consumer attitude and behaviour information (www.horticulture.com.au/impact-monitor)*
- ✓ **The Good Mood Food** across-horticulture marketing campaign to support industries through the effects of recent times (www.horticulture.com.au/the-good-mood-food)*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, www.bit.ly/armyworm-podcast*
- ✓ **Vegetable Harvest to Home dashboards**, providing regular household purchase data and insight reporting on 25+ commodities at www.harvesttohome.net.au
- ✓ **Exciting new developments in BioClay research**, which is being taken to the next level through a collaborative hub for sustainable crop protection (p11)
- ✓ **Improved soilborne disease diagnostic capacity** for the Australian vegetable industry, with more information at www.bit.ly/vg15009
- ✓ **Practical tips on how vegetable farms can benefit from increased earthworm activity**, with details available at www.bit.ly/vg15037
- ✓ **A new vegetable education program** for primary school children, with the Taste & Learn program resources available at research.csiro.au/taste-and-learn
- ✓ **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 2019/20 for more*

*These initiatives were delivered outside of the Hort Innovation Vegetable 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 vegetable R&D levy was invested this way during the year, guided by the Vegetable Strategic Investment Plan and advice from the industry’s investment advisory panels.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Vegetable, visit www.horticulture.com.au/vegetable-fund. 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 Vegetable 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/vegetable-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/vegetable-fund in 2021.

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

You can see how investment expenditure in the Hort Innovation Vegetable Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from www.bit.ly/vegetable-investment. The analysis shows the allocation of funding against each of the vegetable 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

VG17012	Internal fruit rot of capsicum
VG17015	Alternative disinfestation for market access for crops affected by tomato potato psyllid
VG18000	National vegetable industry communications program
VG18003	Extension strategy for the Australian vegetable industry*
VG18003	VegNET 2019-2020 (for which there were a number of state-based projects)*
VG18004	Vegetable Strategic Agrichemical Review Process (SARP) report updates
VG19000	Independent project evaluation of VG16064*
VG19001	Digitisation of East Gippsland Vegetable Innovation Days
VG19007	Support services for VG16086
VG19008	VegNET 2020-21 – Bowen Gumlu and Far North Queensland
VG19009	VegNET 2020-21 – Wide Bay Burnett
VG19010	VegNET 2020-21 – Southern Queensland
VG19011	VegNET 2020-21 – New South Wales
VG19012	VegNET 2020-21 – Victoria (South-East, West and Northern Regions)
VG19013	VegNET 2020-21 – Gippsland
VG19014	VegNET 2020-21 – Tasmania
VG19015	VegNET 2020-21 – South Australia
VG19016	VegNET 2020-21 – Western Australia

NEW INVESTMENTS IN 2019/20 (continued)

VG19017	VegNET 2020-21 – Northern Territory
VG19018	Training in the development and delivery of innovative vegetable E&A regional plans
MT18008	National tomato potato psyllid and zebra chip surveillance
MT18016	Leadership development program
MT19003	Parasitoids for the management of fruit flies in Australia
MT19005	Horticulture trade data
MT19013	Podcast for fall armyworm management in northern farming systems

* These flagged projects were both new and completed in 2019/20

[Continued >>](#)



ONGOING INVESTMENTS IN 2019/20	
VG14065	Nuffield scholarships
VG15021	Sowing success through transformational technologies
VG15065	Review of the national biosecurity plan for the vegetable industry
VG15070	A strategic approach to weed management for the Australian vegetable industry
VG16020	Vegetable industry minor use program
VG16031	VegPRO sub-project: PMA A-NZ Produce Executive Program scholarships
VG16037	Novel topical vegetable, cotton virus and whitefly protection
VG16060	Vegetable agrichemical pest management needs and priorities
VG16061	Vegetable industry export program
VG16062	Field and landscape management to support beneficial arthropods for IPM on vegetable farms
VG16063	The EnviroVeg Program 2017-2022
VG16064	Tools and interventions for increasing children's vegetable knowledge
VG16068	Optimising cover cropping for the Australian vegetable industry
VG16069	Consumer insights and retail data program
VG16070	Research and operations to trial innovation glass and photovoltaic technologies in protected cropping
VG16078	Soil wealth and integrated crop protection – phase 2
VG16085	Export facilitators

ONGOING INVESTMENTS IN 2019/20 <i>(continued)</i>	
VG16086	Area wide management of vegetable diseases: viruses and bacteria
VG17003	National Vegetable Protected Cropping Centre
FF18003	SITplus: Port Augusta Qfly SIT factory pilot operation
LP15001	Masterclass in Horticultural Business
LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture
MT14052	Essential market access data packages
MT16004	RD&E program for control, eradication and preparedness for vegetable leafminer
MT16005	Enhanced National Bee Pest Surveillance Program
MT16018	National tomato potato psyllid (TPP) program coordinator
MT17017	Vegetable cluster consumer insights program
MT18011	Ex-post impact assessment [^]
MT18017	Taste Australia retail program
MT18018	Generation of data for pesticide permit applications in horticulture crops 2019/20
PH16000	Stingless bees as effective managed pollinators for Australian horticulture
ST16006	Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017
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

Continued >>

INVESTMENTS COMPLETED IN 2019/20		INVESTMENTS COMPLETED IN 2019/20 (continued)	
VG15004	VegNET – Bowen Gumlu and Far North Queensland	VG16009	Adoption of precision systems technology in vegetable production
VG15009	Improved soilborne disease diagnostic capacity for the Australian vegetable industry	VG16031	VegPRO sub-project: Pest and disease training
VG15027	Vegetable industry communication program 2016-2019	VG16042	Pathogen persistence from paddock to plate
VG15028	Vegetable industry education and training initiative (VegPRO)	VG16067	Impact of pesticides on beneficial arthropods of importance in Australian vegetable production
VG15037	Optimising the benefits of vermiculture in commercial-scale vegetable farms	VG16075	Monitoring and evaluation of vegetable consumer data projects
VG15038	Investigating novel glass technologies and photovoltaics in protected cropping	VG17000	Vegetable business benchmarking
VG15039	Precision seeding benefits for processing pea production	VG18001	Annual Vegetable Industry Seminar 2019
VG15040	VegNET – Wide Bay Burnett	VG18002	Vegetable industry leadership and development missions 2019
VG15041	VegNET – Lockyer Valley and SE Queensland	VG18005	Independent mid-term evaluation of VG16063
VG15042	VegNET – NSW	MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, <i>B. tryoni</i>
VG15044	VegNET – NT	MT16010	Horticultural trade data 2017-19
VG15064	Improved management of pumpkin brown etch	MT17012	Generation of residue data for permit applications 2017
VG15067	Development of a vegetable education resource – stage 2	ST16008	AgVet collaborative forum
VG15068	Improving safety of vegetable produce through on-farm sanitation, using electrolysed oxidising (EO) water		
VG15073	Characterisation of a carlavirus of French bean		
VG15077	Financial performance of Australian vegetable farms 2016-2017 to 2018-2019		
VG16005	ProbiSafe – developing biocontrol agents to inhibit pathogen growth		

R&D report

With close to 90 active investments during 2019/20, here's just a small sample of the types of projects funded by the industry's levy, ranging from the delivery of knowledge and insights to the investigation of new tools and technologies. Be sure to visit www.horticulture.com.au/vegetable-fund to see the details of all new, ongoing and completed projects, and to download resources produced by levy investments, such as fact sheets and guides.

National vegetable industry communications program (VG18000)

NEW IN 2019/20

Key research provider: AUSVEG

This investment is responsible for effectively communicating the findings of levy-funded R&D and other relevant industry news, issues and data to vegetable growers and other industry stakeholders. The ultimate goal is to increase awareness of project outcomes and inspire on-farm adoption of new learnings and technologies.

A number of regular communication channels continue to be produced and maintained by this project, including but not limited to:

- » Weekly e-newsletter *Weekly Update*, which you can sign up for at www.ausveg.com.au/subscribe-to-ausveg
- » The bi-monthly *Vegetables Australia magazine*, with current and previous issues available from www.ausveg.com.au/publications
- » Annual publication *Grower Success Stories*, also available from the above link
- » InfoVeg services via www.ausveg.com.au/infoveg
- » Social media updates in AUSVEG channels, including Twitter.

The project also provides media relations for R&D-related news, including the production and distribution of media releases.

VegNET investments (VG19008 to VG19017)

NEW IN 2019/20

Key research provider: Multiple region-based providers

The second phase of the VegNET program commenced in early 2020 to keep Australian vegetable growers informed about current R&D activities, results and resources – supporting the adoption of industry best practice and bolstering vegetable productivity and profitability in key growing areas across the country.

The program funds the positions of regional development officers (RDOs) in key vegetable-growing regions who are responsible for developing and executing regional extension plans. This includes identifying each region's key priority issues and key regional resources and links - a critical step in ensuring growers receive assistance and information that meets their needs and will help them grow better crops and operate more efficient and profitable businesses.

Depending on each regional plan, the VegNET RDOs will deliver specialised events and R&D materials that meet their growers' needs. The events will include face-to-face opportunities, as well as remote ones during the current COVID-19 landscape.

The approach to extension for the vegetable industry used under this second iteration of VegNET has been informed by the levy-funded project ***Extension strategy for the Australian vegetable industry (VG18003)***, which was developed following grower consultation in late 2019.

Continued >>

CONTACT YOUR LOCAL REGIONAL DEVELOPMENT OFFICER

REGION	CONTACT
New South Wales	Sylvia Jelinek, jelinek@lls.nsw.gov.au
Western Australia	Samantha Grubisa, grubisa@vegetableswa.com.au
Northern Territory	Simone Cameron, ido@ntfarmers.org.au
Queensland (Bowen Gumlu and Far North Queensland)	Eilis Walker, idm@bowengumlugrowers.com.au
Queensland (Southern Queensland)	Zara Hall, ido@lockyervalleygrowers.com.au
Queensland (Wide Bay Burnett)	Bree Grima, grima@bfvg.com.au
South Australia	Yanyu Liang, liang@ausveg.com.au
Tasmania	Theresa Chapman, theresac@rmcg.com.au
Victoria (Gippsland region)	Bonnie Dawson, bonnie.dawson@foodandfibregippsland.com.au
Victoria (South-East, West and Northern regions)	Carl Larsen, carll@rmcg.com.au

The regionally based programs are underpinned by the project ***Training in the development and delivery of innovative vegetable E&A regional plans (VG19018)***, which provides mentoring and support for each RDO in their work.



Podcast for fall armyworm management in northern farming systems (MT19013)

NEW IN 2019/20

Key research provider: Cotton Research & Development Corporation

An incredibly destructive exotic pest, fall armyworm was detected on Australian shores for the first time in 2020. This multi-industry and cross-sector project was established to support readiness and help protect the horticulture sector, through the delivery of an educational podcast series for growers.

The series is available from www.bit.ly/armyworm-podcast and will come to include five episodes featuring interviews with international experts on their experiences with the pest; two episodes with Australian scientists on current advice and knowledge gaps; and four episodes with growers and advisors discussing regional topics and responses.

This project is a collaboration between Hort Innovation and other research and development corporations including the Cotton Research & Development Corporation, Grains Research & Development Corporation, Sugar Research Australia and AgriFutures Australia. It is being delivered through the Plant Biosecurity Research Initiative, which you can learn more about at www.pbri.com.au.



Novel topical vegetable, cotton virus and whitefly production (VG16037)

ONGOING IN 2019/20

Key research provider: The University of Queensland

Beginning in 2018 and due for completion in 2021, this investment aims to minimise the economic impact of pest infestation on vegetables (and on cotton) through the development of an innovative topical protection medium, BioClay. The project has a range of co-investors, including the Cotton Research and Development Corporation.

The non-toxic, high-tech spray contains molecules that prime a plant's natural defences, carried by particles of clay. Similar to how a vaccine works, its application means a crop can then naturally 'attack' specific pests and pathogens it encounters, both avoiding damage and killing the offending pest in the process.

Meanwhile, in 2019 a research hub was announced that will take BioClay research to the next level. The new Australian Research Council (ARC) Industrial Transformational Research Hub for Sustainable Crop Protection will continue to develop and bring to market novel crop protectants using research in the biotechnology and nanotechnology space. Hort Innovation is contributing to the \$14 million consortium with 15 other partners, including three other RDCs, plus research institutions, government agencies, crop protection manufacturers and more.

You can see how BioClay works in this video from The University of Queensland: www.bit.ly/biocl原因.

Adoption of precision systems technology in vegetable production (VG16009)

COMPLETED IN 2019/20

Key research provider: The Queensland Department of Agriculture and Fisheries

From 2016 to 2020, this investment supported the vegetable industry in adopting precision agriculture technologies through the establishment of case-study farms in each state for research and extension – including training events and field days – and delivery of a suite of communication materials to showcase potential applications of relevant technologies.

Literature review of precision agriculture technologies

Earlier on in the investment, the research team produced a comprehensive literature review of the ways that precision agriculture technologies can assist vegetable producers. The review investigates the use of various sensors that often capture images, as well as variable rate technology (a shift from uniform crop management), and advances in yield monitoring.

Case study demonstration sites

The establishment of grower led case study sites across Australia allowed the demonstration of a broad range of precision agriculture technology and approaches, therefore encouraging adoption of these methods by vegetable growers. These sites have generated substantial evidence of how precision agriculture technology has been successfully implemented

These sites used methods such as crop sensing imagery, yield forecasting from remotely sensed crop imagery, yield and profit/loss mapping, a range of soil mapping technologies, variable rate application, precision drainage technologies and various drone applications. Over 90 per cent of grower cooperators continued their use of precision agriculture approaches implemented through the project, with 72 per cent also expanding to other precision technologies.

Key insights and learnings from the project

- » Spatial variability in vegetable production systems is sufficient to have significant impacts on crop productivity and profitability. Precision agriculture approaches can be implemented to manage this, and the project successfully demonstrated the impact of doing so.
- » Precision agriculture adoption in vegetable-growing needs to be targeted at addressing particular issues, rather than focusing on the technologies alone.
- » Building capacity in precision agriculture service providers and regional support networks would help to address current limitations in this area that have been identified as a key barrier for adoption in vegetable farms across the country.
- » There is a cohort of growers across Australia who are primed and ready for precision agriculture adoption through future investment in this area.

A broad suite of communication outputs were delivered by the project team, including case studies, fact sheets, webinars and industry articles that are available at www.bit.ly/vg16009.

Vegetable cluster consumer insights program (MT17017)

ONGOING IN 2019/20

Key research provider: Nielsen

This multi-industry investment provides regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform.

The platform has dedicated dashboards for 25+ vegetable commodities, making data and reporting easily accessible for industry participants. You can access the dashboards at www.harvesttohome.net.au/vegetables, then use the menus at the top to navigate through the different information offerings.

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.

Soil wealth and integrated crop protection – phase 2 (VG16078)

ONGOING IN 2019/20

Key research provider: Applied Horticulture Research

This investment continues to provide vegetable producers with the latest information in soil and pest related areas, in formats that are readily accessible and easy to use, through www.soilwealth.com.au, workshops, webinars and other resources. It brings into one investment the industry's well-respected Soil Wealth initiative and the industry's Integrated Crop Protection initiative. The focus is on helping growers deal with future challenges posed by changes in the natural and business/ market environment. Helping growers implement the efficient use of appropriate, trialled and tested new technologies as they become available, is also key.



Stingless bees as effective managed pollinators for Australian horticulture (PH16000)

ONGOING IN 2019/20

Key research provider: University of Western Sydney

This project is part of the Hort Frontiers Pollination Fund (www.horticulture.com.au/hort-frontiers) and is examining Australia's native stingless bees for their suitability as alternative pollinators to honey bees in horticulture crops.

While honey bees are excellent pollinators in many situations, their availability as both managed and wild pollinators faces various threats. This includes Varroa mite, which could lead to the collapse of wild honey bee populations if it establishes in Australia. The horticulture sector therefore needs to consider alternative pollinators, investigate their performance in different crops, and find better ways to propagate and deploy them.

The leading alternative pollinator candidates are stingless bees, which live in large colonies like honey bees, pollinate a wide variety of plants, and can be kept in managed hives. There are indeed a growing number of stingless beekeepers, and stingless bees are already used in macadamia farms. Managed stingless bees may therefore have wide but underdeveloped potential for crop pollination, including in vegetable crops. Stingless bees (particularly *Tetragonula* species) are also used in crop pollination in several Asian countries, including in India and Thailand, so there is good scope to exchange knowledge and expertise on bee biology, husbandry and deployment in horticulture.

In looking at stingless bees, this investment is conducting studies across range of vegetable and fruit crops – testing first if the bees visit the flowers and transport the crop pollen. Where they do, the effectiveness of stingless bee pollination and its impact on crop set, yield and quality is set to be examined. For the most promising crop/bee combinations, the project team will then conduct studies of the potential of stingless bees to be effective managed pollinators in glasshouse conditions.

Trial hives for the project are established in the National Vegetable Protected Cropping Centre at Western Sydney University, which is run under Hort Innovation **Vegetable Fund project National Vegetable Protected Cropping Centre (VG17003)**.

Vegetable industry minor use program (VG16020)

ONGOING IN 2019/20

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 vegetable industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

In 2019/20, more than 50 new permit and permit renewal applications were facilitated under VG16020, and at the time of writing there were close to 220 permits available to the industry.

You can access a table of all current vegetable minor use permits from www.bit.ly/minor-use-vegetable, where you'll also find details of other activities and resources in the chemical space.

All current permits and the conditions of their use are also searchable at portal.apvma.gov.au/permits, while permit updates are circulated as they happen in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at www.horticulture.com.au/sign-up.

Various data generation investments (ST16006, ST17000, ST18001, MT17012 and MT18018)

NOW COMPLETE (MT17012)

Key research providers: Peracto and Eurofins

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

These multi-industry projects continue to generate the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including vegetables.

They include *Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017 (ST16006)*, *Generation of data for pesticide applications in horticulture crops 2018 (ST17000)*, *Generation of data for pesticide applications in horticulture crops (ST18001)* and *Generation of data for pesticide permit applications in horticulture crops 2019/20 (MT18018)*, with the former two being supported by grant funding through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals Program.

Meanwhile, the project *Generation of residue data for permit applications 2017 (MT17012)* drew to a close in 2019/20, with its work being used to support the renewal of a range of permits for the vegetable industry, including for the use of Captan WG in cucumbers and leafy lettuce for the control of grey mould; the use of Switch Fungicide in spring onions for the control of black and grey mould; and the use of Score foliar fungicide or Imtrade Defend 400 EC fungicide in spinach and parsley, for the control of powdery mildew, leaf blight and ring spot.



Financial statement

Financial operating statement 2019/20

	R&D (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June
OPENING BALANCE	583,521	583,521
Levies from growers (net of collection costs)	9,827,595	9,827,595
Australian Government money	9,205,928	9,205,928
Other income*	1,999,886	1,999,886
TOTAL INCOME	21,033,409	21,033,409
Project funding	17,170,625	17,170,625
Consultation with and advice from growers	123,608	123,608
Service delivery – base	783,199	783,199
Service delivery – shared	1,197,813	1,197,813
Service delivery – fund specific	880,000	880,000
TOTAL EXPENDITURE	20,155,245	20,155,245
Levy contribution to across-industry activity	–	–
CLOSING BALANCE	1,461,685	1,461,685
Levy collection costs	415,304	415,304

* Interest, royalties



THE GOOD MOOD FOOD

BONUS ACTIVITY: 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.

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