



Potato – Fresh Fund

Annual Report 2019/20

About Hort Innovation and the Potato – Fresh 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 fresh potato R&D levy, together with Australian Government contributions, into key initiatives for growers through the Hort Innovation Potato – Fresh Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for potato growers, and for the horticulture sector at large.

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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 Potato – Fresh Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$1.22 million invested in R&D for the industry, including into several new projects. Read on for an overview of what was delivered.

2019/20 Potato – Fresh Fund snapshot



\$1.22M

invested in R&D



26

active R&D investments



\$648,000

in levies collected

by the government and passed on to Hort Innovation
for investment

Did you know?



\$750M

The production value of the Australian potato industry grew to \$750 million in 2018/19, from \$700 million in 2013/14



250,000 tonnes

Production volume remained steady in the five years to 2018/19, averaging 250,000 tonnes per year



38%

While potatoes are grown across Australia, South Australia is the largest producing state at 38 per cent of total production volume, followed by Tasmania (24 per cent) and Victoria (21 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.



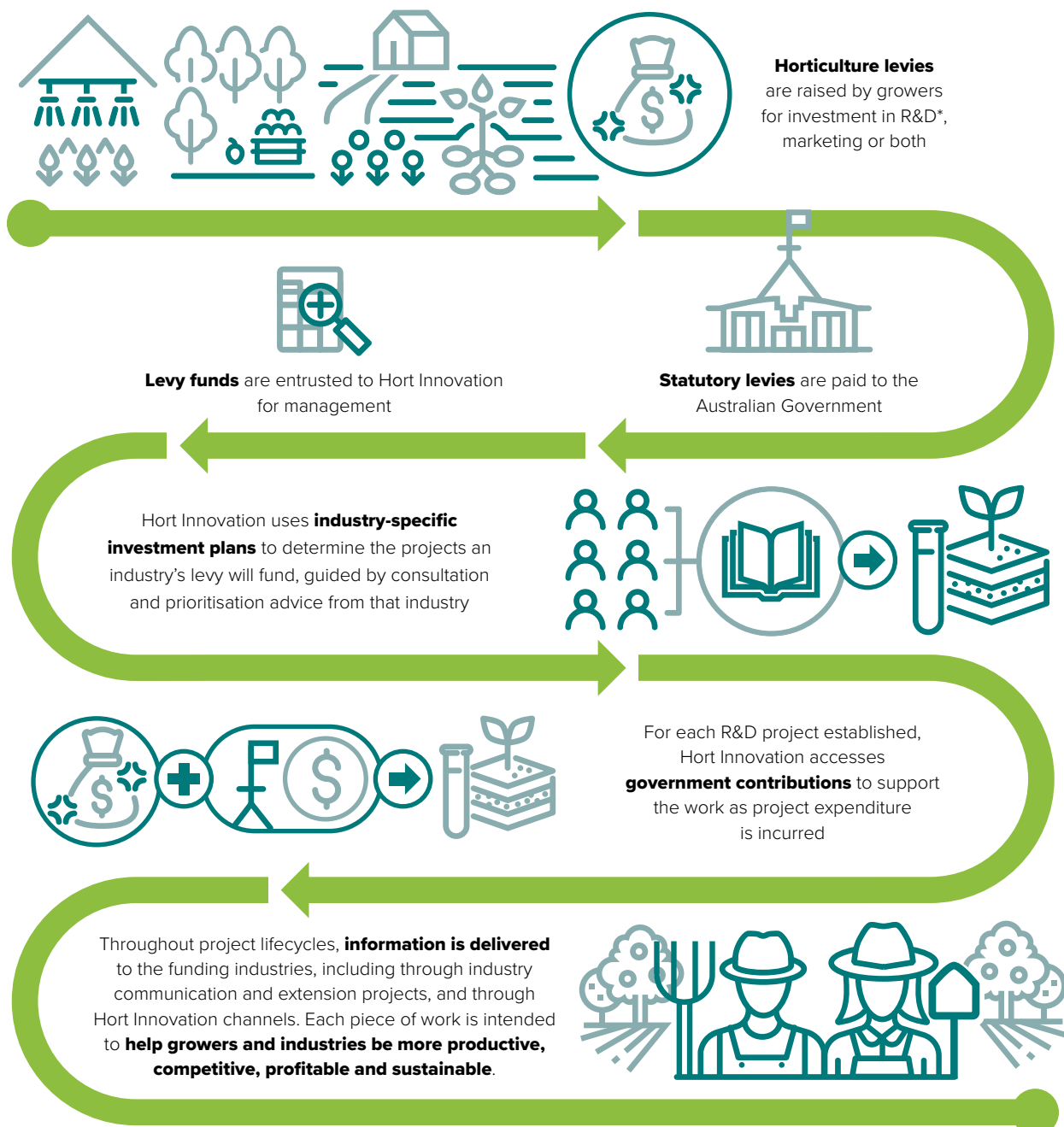
Just some of the things delivered for you during the year:

- ✓ **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)*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, www.bit.ly/armyworm-podcast*
- ✓ **New work to educate health professionals on the health benefits of potatoes**, with the launch of www.powerpackedpotato.com.au in 2020/21
- ✓ **Activities to protect against tomato potato psyllid**, including new and ongoing projects relating to surveillance, identification and reporting ([p7](#) and [p10](#))
- ✓ **Leadership development programs** to attract and foster talent in the potato industry (see from [p8](#))
- ✓ **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)*
- ✓ **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 Potato – Fresh 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 fresh potato industry’s R&D levy was invested this way during the year, guided by the Potato Grower 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 Potato – Fresh Fund, visit www.horticulture.com.au/potato. 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 fresh potato industry's 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/potato-fresh-plan.

A performance analysis is coming

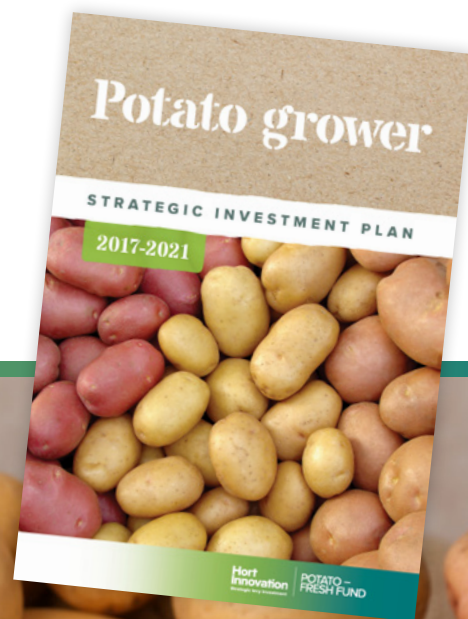
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for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

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

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

PT18002	World Potato Congress and European potato conference study tours
PT19000	Investigating soil pH and nutrition as possible factors influencing pink rot in potatoes – a pilot study
PT19001	Sampling for Candidatus Liberibacter solanacearum (CLso)
PT19005	Potato industry interim communication project*
PU19001	Potato workshop and market access strategy
PU19002	Educating health professionals about Australian potatoes
MT18008	National tomato potato psyllid and zebra chip surveillance
MT18016	Leadership development program
MT19005	Horticulture trade data

* This flagged project was both new and completed in 2019/20

ONGOING INVESTMENTS IN 2019/20

PT15008	Extension of the PreDicta Pt potato diagnostic service
PT16001	Impact of groundwater quality on the management of centre-pivot-grown potato crops
PT16004	Review of the national biosecurity plan for the potato industry and development of a biosecurity manual for potato producers
PT16005	Potato industry minor use program
PT17002	Program approach for pest and disease potato industry investments
PT17003	Mechanisms and manipulation of resistance to powdery scab in potato roots

ONGOING INVESTMENTS IN 2019/20

PT18001	Nuffield scholarship for a horticulturalist from the potato industry
LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture
MT16004	RD&E program for control, eradication and preparedness for vegetable leafminer
MT16009	An IPM extension program for the potato and onion industries
MT16018	National tomato potato psyllid (TPP) program coordinator
MT18005	Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing
MT18011	Ex-post impact assessment [^]
ST17000	Generation of data for pesticide applications in horticulture crops 2018
VG16078	Soil wealth and integrated crop protection – phase 2

[^] 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

INVESTMENTS COMPLETED IN 2019/20

PT16002	Exploring Spongospora suppressive soils in potato production
ST16008	AgVet collaborative forum

R&D report

Take a closer look at some of the key investments in the Hort Innovation Potato – Fresh Fund during 2019/20. You can also visit www.horticulture.com.au/potato 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.

Investigating soil pH and nutrition as possible factors influencing pink rot in potatoes – a pilot study (PT19000)

NEW IN 2019/20

Key research provider: University of Tasmania

This project is investigating how soil pH and nutrition may play a part in reducing the impact of pink rot disease in potatoes. By furthering the industry's knowledge, the work will provide direction for future research priorities and recommendations on how potato growers can best manage this soilborne disease.

Activities of the project include:

- » Conducting a literature review of recent pink rot research
- » Surveying growers and agronomists on their experiences with pink rot
- » Running pot trials to study the role of PH, calcium, other nutrients and acidifying fertilisers on pathogen load and pink rot expression
- » Establishing field surveys of potato paddocks known to have a recent history of pink rot to assess disease factors and analyse the soil.

*Sampling for *Candidatus Liberibacter solanacearum* (CLso) (PT19001)*

NEW IN 2019/20

Key research provider: The South Australian Research and Development Institute (SARDI)

This new project is helping deliver a fully operational method to monitor for and detect the *Candidatus Liberibacter solanacearum* (CLso) bacterium, should it arrive on Australian shores.

CLso poses a significant threat to the potato industry, being associated with 'zebra chip' disease and able to be carried by the tomato potato psyllid. This investment follows previous levy-funded work that validated a protocol for CLso detection in potatoes and provided sampling recommendations for optimal detection in both tuber slices and stem sections. However, these samples are prone to rapid degradation during transit to diagnostic laboratories. For this reason, this latest project is looking at improved sample handling and preservation methods and investigating alternative sample types, such as tuber cores. The project team is also field testing the sampling protocol with industry to check the logistics for any issues that may impede an emergency response.

National tomato potato psyllid and zebra chip surveillance (MT18008) and National tomato potato psyllid (TPP) program coordinator (MT16018)

NEW IN 2019/20 (MT18008)

Key research provider: The Department of Primary Industries and Regional Development, Western Australia in collaboration with others (MT18008) and AUSVEG (MT16018)

Tomato potato psyllid (TPP) is one of the world's most destructive horticultural pests. This is because the psyllid acts as a vector for the bacterium *Candidatus Liberibacter solanacearum* (CLso), which is associated with 'zebra chip' disease as well as 'psyllid yellows' in solanaceous plants.

In 2017, TPP was found to have established in Western Australia, but not to have spread further. New, multi-industry investment MT18008 supports a critical national surveillance, identification and reporting program for the pest and CLso across Australia on behalf of the horticulture industry. Highly collaborative across states and territories, the program is designed for the early detection of and preparedness for TPP should it cross from Western Australia into other regions.

Continued >>

Supporting further TPP work is project MT16018, funded by the fresh potato, processing potato and vegetable industries. It supports the role of a national TPP program coordinator to help deliver a national TPP management strategy, ensuring R&D, engagement and other response efforts related to the pest across the various industries and areas it affects are coordinated, prioritised and strategic.

Educating health professionals about Australian potatoes (PU19002)

NEW IN 2019/20

Key research provider: Seedbed Media

This investment began in 2019 to provide credible, evidence-based information and resources to educate health professionals about the attributes and benefits of Australian potatoes. Potatoes are highly nutritious, being rich in vitamins B and C, dietary fibre and potassium, with several varieties also having a low to medium glycaemic index.

Activities of this project include, but aren't limited to:

- » Developing a science-based digital platform housing research and resources that can be shared with health professionals including dietitians, nutritionists, GPs, students of health-related disciplines, naturopaths, personal trainers and health coaches
- » Building engagement with health professionals via social media channels, webinars and more
- » Testing the nutritional profile of several Australian potato varieties to ensure up-to-date information is being disseminated by the project.

Resources produced by the project can be viewed at www.powerpackedpotato.com.au.

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 potato 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 and look out for opportunities to apply in industry channels.



Attracting new entrants into Australian horticulture (LP15006)

NEW IN 2019/20

HORT FRONTIERS

Key research provider: Rimfire Resources

This project is part of the Hort Frontiers Leadership Fund and is about engaging graduate students with the horticulture industry. It involves a Graduate Engagement Program with a two-phased approach designed to attract the right people, retain them and support their ongoing leadership development.

The first phase involves students undertaking internships within horticulture business, for which funding support is offered for both the student and the business. The second phase involves employment of students following graduation, with Hort Innovation co-investing to support the first-year salary and participation in a five-day leadership program.

This initiative involves co-investment from levy industries and from additional sources, with the fresh and processing potato industries' levies invested for the first time in 2019/20. See www.horticulture.com.au/hort-frontiers for more on Leadership Fund activities.

World Potato Congress and European potato conference study tours (PT18002)

NEW IN 2019/20

Key research provider: AUSVEG

This investment was established to support international study tours for the fresh and processing potato industries – providing the opportunity for levy payers and industry researchers to travel overseas to engage with international experts and peers, gaining access to global knowledge, research, practices and innovations. The first tour involved travel to Belgium and the PotatoEurope exhibition in September 2019, which you can read about at www.bit.ly/potato-tour.

Due to the global impacts of COVID-19, the status of further conference study tours are to be determined.

Potato workshop and market access strategy (PU19001)

NEW IN 2019/20

Key research provider: McKinna et al

Running through 2020, this investment is developing high level market access strategies for seed and ware potatoes, which will be later used to inform a full export strategy for the fresh potato industry. The project team have been engaging with the industry to consider issues preventing market access, to establish market access priorities and to determine next steps.

Exploring *Spongospora* suppressive soils in potato production (PT16002)

NOW COMPLETE

Key research provider: Plant & Food Research New Zealand

This investment, which ran from 2017 to 2020, has broadened the potato industry's understanding of powdery scab suppression in field soils, with this information to be used to inform future management strategies for diseases caused by *Spongospora subterranean*.

The research team confirmed that some soils have characteristics that naturally suppress *Spongospora* diseases of potato, and identified some of the mechanisms of this suppression.

Their work focused on field soils from the South Auckland/Waikato region of New Zealand, including Pukekohe, a location where previous long-term field trials have demonstrated very low amounts of powdery scab developing in susceptible potatoes. They found that some soils are more suppressive than others, and that soil texture, and especially soil drainage, influenced powdery scab incidence and severity. Soil organic matter content, acidity, and nutrients also influenced incidence and severity of *Spongospora* root galling and tuber powdery scab. Soil microorganisms were also shown to have a key role to play.

Find more details, and download the project's full final research report, at www.bit.ly/pt16002.

Mechanisms and manipulation of resistance to powdery scab in potato roots (PT17003)

Key research provider: University of Tasmania

While the potato tuber blemishes that are caused by powdery scab are a concern for the potato industry, the effect on plant roots can't be underestimated, either. Root infection with powdery scab disrupts root function – meaning more irrigation, fertiliser and fungicides are needed to compensate for poor root development – and leads to diminishing yields.

In this ongoing project, researchers are investigating root resistance to powdery scab infection. This involves looking at how the pathogen infects roots and causes disease, what allows for resistance in some potato varieties, and whether resistance mechanisms may be boosted or transferred.

While caused by the same pathogen, the powdery scab root and tuber infection processes are separate, and different plant resistance processes operate against each. This means that varieties that show resistance to tuber disease don't necessarily show resistance to root infection. However, when root infection is decreased, disease across the whole plant is slowed, meaning tuber disease is reduced as well.

Review of the national biosecurity plan for the potato industry and development of a biosecurity manual for potato producers (PT16004)

Key research provider: Plant Health Australia

This ongoing investment is responsible for updating the potato industry's biosecurity plan – identifying high-priority endemic and exotic pests and diseases along with the risk mitigation activities required to reduce their biosecurity threat.

It has also developed a Potato Growers' Biosecurity Manual to help build awareness of key pests and diseases, and the steps that can be taken to minimise their risk. The manual also highlights legislative changes to ensure growers are up to date regarding their official biosecurity obligations. Download a copy from www.bit.ly/potato-biosecurity.

RD&E program for control, eradication and preparedness for vegetable leafminer (MT16004)

Key research provider: Cesar, in conjunction with others

Ongoing through 2019/20, this multi-industry project is bolstering preparedness for and protection against the potential spread of vegetable leafminer (*Liriomyza sativae*), as well as American serpentine leafminer (*Liriomyza trifolii*) and serpentine leafminer (*Liriomyza huidobrensis*), through Australian growing regions.

Project activities include developing information and resources for monitoring, managing and eradicating leafminers; identifying and modelling the spread of the pests; reviewing and looking at accessibility of chemical and biological control options; and generally increasing awareness and understanding of the leafminers in the relevant industries and in the community.

An IPM extension program for the potato and onion industries (MT16009)

Key research provider: IPM Technologies

This project, for and funded by the fresh potato, processing potato and onion industries, has a focus on integrated pest management (IPM). Its core activities are to support growers in adopting IPM on farm – improving pest management with minimal pesticide use and a reduction in associated costs. This includes the delivery of workshops, the use of demonstration sites with commercial crops, and the production of materials such as articles, guides and case studies distributed in industry channels.

To get involved in trialling IPM, telephone and email support is offered through the program to growers wanting to use the approach, which can include advice on pest management decisions week-by-week.

The project is also responsible for training advisors from Australia's major potato and onion growing regions in IPM, and with the threat of tomato potato psyllid, additional funding from the potato industries is used specifically for activities related to the pest.

Learn more and find project resources via www.bit.ly/mt16009.

As a result of COVID-19, in 2020 some of this project's training activities took place via Skype or Zoom, while workshops and demonstration site visits have been temporarily postponed until restrictions are lifted.

Extension of the PreDicta Pt potato diagnostic service (PT15008)

Key research provider: South Australian Research and Development Institute (SARDI)

Ongoing during 2019/20, this investment is expanding the PreDicta Pt testing system to help minimise the impact of soilborne and seedborne diseases on Australian potato businesses.

Running since 2013, PreDicta Pt is the commercial DNA-based testing service that allows specific pathogens to be identified prior to the planting of potatoes. Available through accredited providers in the south-eastern states, the test results help identify and manage risks related to powdery scab, black dot and root knot nematode.

This project has been expanding the service into other major production areas of Australia, adding new soil tests, and giving potato growers access to testing on seed tubers.



Program approach for pest and disease potato industry investments (PT17002)

Key research provider: RMCG

This investment is providing support in coordinating the industry's R&D investments in pest and disease management, developing an integrated program approach. It will enable current and future projects in this space to better share information and coordinate their efforts, while also providing support in taking research findings to potato growers and processors.

Impact of groundwater quality on the management of centre-pivot-grown potato crops (PT16001)

Key research provider: Serve-Ag (E.E. Muir & Sons)

The project team of PT16001 is looking at groundwater quality in areas of potato production in South Australia (where groundwater quality is most variable) and investigating how regional and seasonal water-quality variability impacts on potato production and quality. They are working towards the development of effective management strategies and tools for sustainable and profitable potato production under varying soil and water conditions.

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

Key research provider: Applied Horticulture Research

This investment was initially established to provide vegetable producers with the latest information in soil and pest related areas, via the www.soilwealth.com.au website, workshops, webinars and other resources. The fresh and processing potato industries have since begun contributing to this initiative, providing potato growers and industry participants access to soil wealth and integrated crop protection events, resources and advice.

Nuffield scholarship for a horticulturalist from the potato industry (PT18001)

Key research provider: Nuffield Australia

Nuffield Scholarships are a chance for Australians in agriculture to grow their practical knowledge and a broad variety of skills, while studying a topic related to their industry. This investment provides funding to support a Nuffield Scholar in the potato industry, with the scholarship awarded to Kerri-Ann Lamb in September 2019. Kerri-Ann is investigating emerging trends, risks and opportunities in the fresh cut potato market and related markets, to determine what the industry should be doing now to prepare itself for the future. Get to know Kerri-Ann in this video: www.bit.ly/meet-kerri-ann.

Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing (MT18005)

Key research provider: Queensland University of Technology

This investment is tasked with supporting the adoption of 'next generation sequencing' in the screening of imported horticultural plant material in post-entry quarantine facilities. The technology has the potential to allow plants to move through the quarantine process much more quickly – allowing industry speedier access to new genetic stocks. Learn more at www.bit.ly/mt18005.

Potato industry minor use program (PT16005)

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

For more on minor user permits, including a list of permits, see [p12](#).

All current minor use permits for the industry are searchable at portal.apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which levy-paying members receive monthly and which you can sign up for at www.horticulture.com.au/sign-up.



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

Key research provider: 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 chemicals for the management of pests, weeds and diseases.

This multi-industry project is generating the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including potatoes. Its work is supported by grant funding secured by Hort Innovation through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

Minor use permits

Both the Hort Innovation Potato – Fresh and Potato – Processing Funds support the submission of applications for new and renewed minor use permits for the potato 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-potato.

Permits in 2019/20

During the 2019/20 financial year, a renewal application for PER80344 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Potato industry minor use program (PT16005)**. The renewed permit was issued in early 2020/21.

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 potato industries, PER89241, PER89259, 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 potato industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER80344 Version 2	Chlorpyrifos / Potato / African black beetle and red legged earth mite (WA only)	02-Jan-15	31-Jul-22	Hort Innovation
PER12612 Version 3	Alpha-cypermethrin / Potatoes / Garden weevil (TAS and WA only)	29-Jun-11	30-Apr-21	Hort Innovation
PER14722 Version 2	Abamectin / Potato, cucumber, squash and zucchini / Tomato red spider mite	17-Feb-15	31-Jul-25	Hort Innovation
PER14765 Version 4	Hexythiazox / Cucurbits, fruiting vegetables, snow peas, sugar snap peas and potatoes / Tomato red spider mite (<i>Tetranychus evansi</i>)	21-Feb-15	30-Sep-23	Hort Innovation
PER89259	Chlorantraniliprole (Coragen, Altacor and Altacor Hort Insecticide) / Potato / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89241	Spinetoram / Various including root and tuber vegetables / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Potato / Fall armyworm	10-Apr-20	30-Apr-23	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	NSW DPI
PER84249 Version 2	Abamectin, lambda-cyhalothrin, methomyl / Potato / Tomato potato psyllid	16-Jun-17	31-Jul-25	NSW DPI
PER89870	Spinosad (Entrust organic) / Various including root and tuber vegetables / Fall armyworm	21-Jul-20	31-Jul-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.

Financial statement

Financial operating statement 2019/20

	R&D (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June
OPENING BALANCE	557,172	557,172
Levies from growers (net of collection costs)	647,775	647,775
Australian Government money	720,499	720,499
Other income*	15,823	15,823
TOTAL INCOME	1,384,096	1,384,096
Project funding	1,221,063	1,221,063
Consultation with and advice from growers	13,256	13,256
Service delivery – base	55,993	55,993
Service delivery – shared	85,686	85,686
Service delivery – fund specific	65,000	65,000
TOTAL EXPENDITURE	1,440,998	1,440,998
Levy contribution to across-industry activity	–	–
CLOSING BALANCE	500,270	500,270
Levy collection costs	20,985	20,985

* 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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