

# What happened in the Avocado Fund last year?

Annual Report 2021/22



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

Read on for an overview of what Hort Innovation delivered in the Avocado Fund during the year.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2021/22 at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to see how Hort Innovation worked to benefit the horticulture sector during the year.

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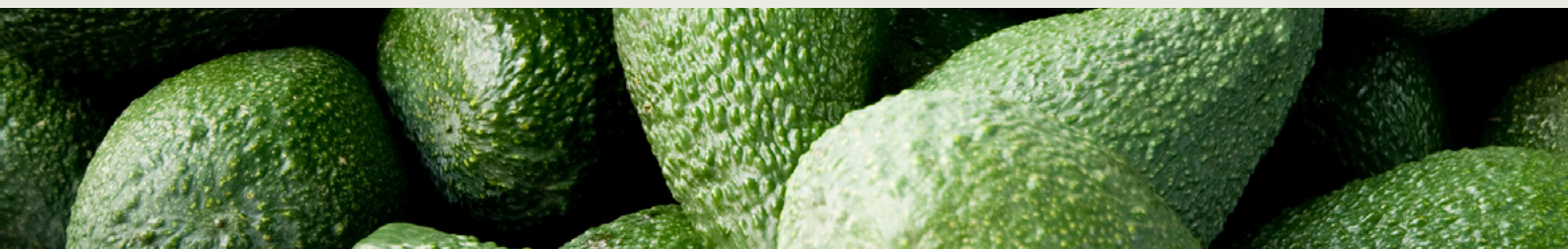
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**\$5.33M**

invested in R&D



**\$4.88M**

invested in marketing



**\$9.98M**

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

### Industry facts



**24%**

24 per cent of avocados in the Australian market (domestic and imported) end up in the food service sector



**37%**

The value of avocados in the foodservice sector has increased 37 per cent compared to that of its pre-COVID value in 2018/19



**70%**

Avocado production occurs mainly in Queensland (70 per cent of production), Northern NSW during the winter and WA during the summer

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. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).

### Consumer insights



**28.8%**

Avocado retail volume has increased by 28.8 per cent



**570K**

There are 570,000 more households purchasing avocados

These insights were made available through the Harvest to Home platform ([www.harvesttohome.net.au](http://www.harvesttohome.net.au)) delivered as part of an investment providing regular consumer behaviour data and insight reporting.

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



**A new industry communications program**, delivering *Guacamole* and *Avo Alert* emails, the *Talking Avocados* magazine and more – access and sign up at [www.avocado.org.au](http://www.avocado.org.au)



**Research into orchard intensification** through a Hort Frontiers Investment for tree crop industries such as almond, avocado, citrus, macadamia and mango – see [hortinn.com/as18000](http://hortinn.com/as18000)



**Continued investment in delivering best practice information** to avocado growers through events and resources – see [hortinn.com/av17005](http://hortinn.com/av17005)



**Monitoring of avocado fruit quality in retail stores** to provide detailed, timely feedback to packhouses and industry – read more at [hortinn.com/av19003](http://hortinn.com/av19003)



**Support for the National Bee Pest Surveillance program** to help safeguard honey-bee and pollinator-dependent industries in Australia – read more at [hortinn.com/mt21008](http://hortinn.com/mt21008)



**Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/avocado](http://www.horticulture.com.au/avocado)



**New strategies to direct investment efforts** in biosecurity and export – see [www.horticulture.com.au/avocado](http://www.horticulture.com.au/avocado)



**A multi-pronged domestic marketing campaign** for Australian Avocados – read more on [p12](#)



**The avocado Harvest to Home dashboard** providing regular household purchase 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*)

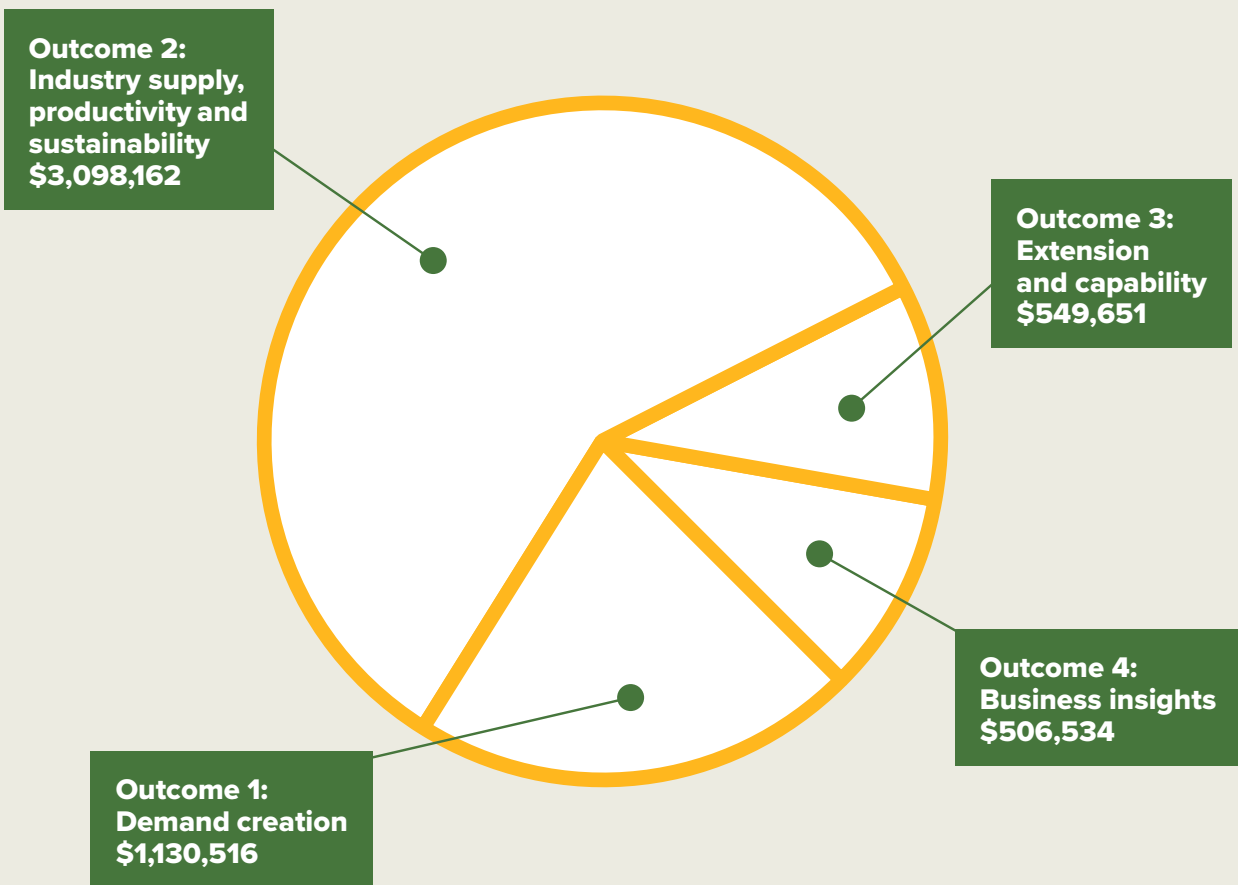


**Projects supported by grants secured by Hort Innovation**, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details\*

You can visit [www.horticulture.com.au/avocado](http://www.horticulture.com.au/avocado) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

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

# Here's how your R&D levy was invested over the year



The avocado Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Avocado Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Avocado Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

# Which projects were in each of the SIP outcome areas?

## Outcome 1: Demand creation

**Demand creation supports the Australian avocado industry to develop existing and future domestic and international markets.**

Marketing activities during 2021/22 also contributed towards the demand creation outcome. You can read more about this year's avocado marketing campaign on [p12](#).

Project title and code	2021/22 investment	Status	More information
<b>Developing a unique selling proposition for Australian avocados</b> (AV20001)	\$62,500	Completed	<a href="http://hortinn.com/av20001">hortinn.com/av20001</a>
<b>Educating health professionals on the nutrition and health benefits of avocados</b> (AV20003)	\$164,864	Ongoing	<a href="http://hortinn.com/av20003">hortinn.com/av20003</a>
<b>Avocado market access and trade development</b> (AV20004)	\$481,555	Ongoing	<a href="http://hortinn.com/av20004">hortinn.com/av20004</a>
<b>Avocado export strategy 2022-2026</b> (AV21000)	\$69,888	Completed	<a href="http://hortinn.com/av21000">hortinn.com/av21000</a>
<b>Essential market access data packages</b> (MT14052)	\$330,565	Ongoing	<a href="http://hortinn.com/mt14052">hortinn.com/mt14052</a>
<b>Phenomenom resources</b> (MT21018)	\$18,706	Ongoing	<a href="http://hortinn.com/mt21018">hortinn.com/mt21018</a>
<b>Australian horticulture international demand creation</b> (ST21007)	\$2,438	Ongoing	<a href="http://hortinn.com/st21007">hortinn.com/st21007</a>

## Outcome 2: Industry supply, productivity and sustainability

**The Australian avocado industry has improved profitability, efficiency and sustainability through globally competitive production systems, orchard management, varieties, innovative R&D and sustainable BMPs.**

Project title and code	2021/22 investment	Status	More information
<b>Avocado industry minor use permit program</b> (AV16002)	\$525	Ongoing	<a href="http://hortinn.com/av16002">hortinn.com/av16002</a>
<b>Maximising yield and reducing seasonal variation</b> (AV16005)	\$420,716	Ongoing	<a href="http://hortinn.com/av16005">hortinn.com/av16005</a>
<b>Improving avocado orchard productivity through disease management</b> (AV16007)	\$209,800	Ongoing	<a href="http://hortinn.com/av16007">hortinn.com/av16007</a>
<b>Avocado industry capacity building – Western Australia</b> (AV17006)	\$12,000	Ongoing	<a href="http://hortinn.com/av17006">hortinn.com/av17006</a>
<b>Implementing best practice of avocado fruit management and handling practices from farm to ripening</b> (AV18000)	\$84,429	Ongoing	<a href="http://hortinn.com/av18000">hortinn.com/av18000</a>

Continued

## Investments

### Outcome 2: Industry supply, productivity and sustainability (continued)

Project title and code	2021/22 investment	Status	More information
<b>Implementing precision agriculture solutions in Australian avocado production systems</b> (AV18002)	\$301,469	Completed	<a href="http://hortinn.com/av18002">hortinn.com/av18002</a>
<b>Avocado sunblotch viroid survey</b> (AV18007)	\$227,129	Completed	<a href="http://hortinn.com/av18007">hortinn.com/av18007</a>
<b>Investigation into citrus blossom bug in avocados</b> (AV19000)	\$48,953	Ongoing	<a href="http://hortinn.com/av19000">hortinn.com/av19000</a>
<b>Review and extension of avocado pests and their management</b> (AV19001)	\$69,345	Completed	<a href="http://hortinn.com/av19001">hortinn.com/av19001</a>
<b>Management of six-spotted mite in WA avocado orchards – Phase 2</b> (AV19002)	\$92,399	Completed	<a href="http://hortinn.com/av19002">hortinn.com/av19002</a>
<b>Monitoring avocado quality in retail</b> (AV19003)	\$131,594	Ongoing	<a href="http://hortinn.com/av19003">hortinn.com/av19003</a>
<b>Understanding the mode of action of phosphite in avocado for enhancement management of Phytophthora root rot</b> (AV19005)	\$164,963	Ongoing	<a href="http://hortinn.com/av19005">hortinn.com/av19005</a>
<b>Avocado industry biosecurity strategy 2022-2026</b> (AV21002)	\$235,257	Ongoing	<a href="http://hortinn.com/av21002">hortinn.com/av21002</a>
<b>Avocado industry biosecurity capacity and capability building: phase II</b> (AV21003)	\$333,463	Ongoing	<a href="http://hortinn.com/av21003">hortinn.com/av21003</a>
<b>Growing robust avocados</b> (AV21005)	\$494,370	Ongoing	<a href="http://hortinn.com/av21005">hortinn.com/av21005</a>
<b>Advancing the delivery of national mapping applications and tools</b> (AV21006)	\$116,239	Ongoing	<a href="http://hortinn.com/av21006">hortinn.com/av21006</a>
<b>Plant Biosecurity Research Initiative – Phase 2</b> (HA19007)	\$3,409	Ongoing	
<b>Review of national biosecurity plans (avocado and mango)</b>	\$8,543	Ongoing	<a href="http://hortinn.com/mt17003">hortinn.com/mt17003</a>
<b>Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)</b> (MT17006)	\$8,478	Ongoing	<a href="http://hortinn.com/mt17006">hortinn.com/mt17006</a>
<b>Development and implementation of protocols to enable importation of improved honey bee genetics to Australia</b> (MT18019)	\$17,500	Completed	<a href="http://hortinn.com/mt18019">hortinn.com/mt18019</a>
<b>Across horticulture support for export MRL compliance</b> (MT19006)	\$7,836	Ongoing	<a href="http://hortinn.com/mt19006">hortinn.com/mt19006</a>
<b>Regulatory support and coordination (pesticides)</b> (MT20007)	\$15,050	Ongoing	<a href="http://hortinn.com/mt20007">hortinn.com/mt20007</a>
<b>National Bee Pest Surveillance Program: Transition program</b> (MT21008)	\$74,446	Ongoing	<a href="http://hortinn.com/mt21008">hortinn.com/mt21008</a>
<b>eDNA analysis of plant-pollinator relationships to improve Hass avocado production in south-west Western Australia</b> (PH19007)	\$20,250	Ongoing	<a href="http://hortinn.com/ph19007">hortinn.com/ph19007</a>

## Investments

### Outcome 3: Extension and capability

Improved capability and an innovative culture in the Australian avocado industry maximises adoption of best practice and innovation in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Avocado industry development and extension (AV17005)	\$109,670	Ongoing	<a href="http://hortinn.com/av17005">hortinn.com/av17005</a>
National avocado industry communications program (AV18003)	\$336,368	Completed	<a href="http://hortinn.com/av18003">hortinn.com/av18003</a>
Avocado industry communications program (AV21004)	\$103,613	Ongoing	<a href="http://hortinn.com/av21004">hortinn.com/av21004</a>

### Outcome 4: Business insights

Improved decision-making in the Australian avocado industry through the use of consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.

Project title and code	2021/22 investment	Status	More information
Serviced supply chains II (AM21000)	\$58,683	Ongoing	<a href="http://hortinn.com/am21000">hortinn.com/am21000</a>
Avocado industry and market data capture and analysis (AV20000)	\$326,992	Ongoing	<a href="http://hortinn.com/av20000">hortinn.com/av20000</a>
Consumer behavioural and retail data for fresh produce (MT17015)	\$6,696	Completed	<a href="http://hortinn.com/mt17015-avocado">hortinn.com/mt17015-avocado</a>
Horticulture trade data (MT19005)	\$6,026	Ongoing	<a href="http://hortinn.com/mt19005">hortinn.com/mt19005</a>
Consumer demand spaces for horticulture (MT21003)	\$14,164	Ongoing	<a href="http://hortinn.com/mt21003">hortinn.com/mt21003</a>
Consumer behavioural data program (MT21004)	\$37,356	Ongoing	<a href="http://hortinn.com/mt21004">hortinn.com/mt21004</a>
Seasonal horticulture labour accommodation study (MT21007)	\$4,966	Ongoing	
Economic contribution of Australian horticulture (MT21010)	\$15,188	Ongoing	<a href="http://hortinn.com/mt21010">hortinn.com/mt21010</a>
Foodservice foundational market insights (MT21011)	\$11,101	Completed	<a href="http://hortinn.com/mt21011">hortinn.com/mt21011</a>
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$3,383	Completed	<a href="http://hortinn.com/mt21201">hortinn.com/mt21201</a>
Consumer usage and attitude tracking 2022/23 (MT21202)	\$21,981	Ongoing	<a href="http://hortinn.com/mt21202">hortinn.com/mt21202</a>



# Financial operating statement

## Avocado Fund Financial operating statement 2021/22

	R&D (\$)	Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June
<b>OPENING BALANCE</b>	<b>3,597,630</b>	<b>1,484,721</b>	<b>5,082,351</b>
Levies from growers	3,942,004	6,055,994	9,997,998
Australian Government money	3,094,723	–	3,094,723
Other income*	10,142	8,344	18,486
<b>TOTAL INCOME</b>	<b>7,046,868</b>	<b>6,064,338</b>	<b>13,111,206</b>
Project funding	5,325,541	4,883,260	10,208,801
Consultation with and advice from growers	9,137	5,759	14,896
Service delivery	854,767	876,334	1,731,101
<b>TOTAL EXPENDITURE</b>	<b>6,189,445</b>	<b>5,765,353</b>	<b>11,954,798</b>
<b>CLOSING BALANCE</b>	<b>4,432,002</b>	<b>1,748,246</b>	<b>6,180,247</b>
Levy collection costs	23,051	35,460	58,511

\* Interest, royalties

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

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

# Making sure that levy investment decisions align with industry priorities

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



Hort Innovation developed the avocado Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the avocado industry, involving extensive consultation with avocado growers and industry stakeholders, including Avocados Australia. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The avocado SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the avocado industry. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

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

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

## What projects will the Fund be investing in next year?

The avocado Annual Investment Plan (AIP) 2022/23 details how Hort Innovation spends levy funds over 12 months. The avocado industry SIP guides investment decisions, and our consultation process prioritises investments based on potential impact and levy fund availability.

Hort Innovation publishes Annual Investment Plans each year over the lifespan of the SIP and advises industry stakeholders via various communication channels.

Hort Innovation will continue to report on fund performance regularly, focusing on outcomes and the impact of investments.



Visit [www.horticulture.com.au/avocado-fund-management](http://www.horticulture.com.au/avocado-fund-management) to view both documents and better understand how Hort Innovation invests your levy.

# Mites under the microscope through levy-funded IPM program

**The investment *Management of six-spotted mite in WA avocado orchards – phase 2 (AV19002)* is delivering effective options for the integrated pest management (IPM) of six-spotted mite in avocado orchards.**

Beginning in 2019, it follows previous levy-funded project *Pest status and management of six-spotted mite (Eotetranychus sexmaculatus) in WA avocado orchards (AV15012)*, which sought to assist growers in monitoring mite populations and implementing appropriate management techniques, as well as investigating the role that predatory mites could play during production. The project team produced the *Monitoring for six-spotted mite in avocado orchards guide* and laid the groundwork for this phase two investment to further industry understanding of how to manage the pest.

In order to develop a comprehensive integrated pest management plan for growers – which will be extended via demonstration sites, online materials and articles in

the levy-funded *Talking Avocados* – the research team is investigating:

- The use of mass-reared predatory mites as a form of six-spotted mite management
- The role of naturally occurring predatory mites
- The relationship between tree health, mite numbers and leaf fall
- Chemical application recommendations based on resistance management, impact of chemicals on beneficial species, and the impact that timing and/or application methods have on the level of pest mite control.



### Meet Frank Cousins, avocado grower from Channybarup, Western Australia

Frank Cousins is the commercial manager at Treen Brook Farm, a 67 hectare avocado orchard in Channybarup, WA. With his brothers in law, Frank is part of the management at other Ipsen managed farms making up a total of 400 hectares of avocados in the south-west of WA.



#### What is the challenge?

“Six-spotted mite is an issue in our region that we’ve been trying to deal with for a while. It can have severe consequences to fruit currently on the tree and for fruit for the next year due to leaf defoliation. We need to figure out when and how to manage them because sprays are expensive and we need to be mindful of future chemical resistance.”

#### What have you learned so far from this project?

“Identifying the species that are on the leaves can be challenging as they’re so small. And they’re not all pests, some are beneficials – the predatory mites. The team are getting some better images of the different mites to help improve identification.”

## Meet a grower



*Identifying the species that are on the leaves can be challenging as they're so small. And they're not all pests, some are beneficials – the predatory mites. The team are getting some better images of the different mites to help improve identification.”*

**Frank Cousins, avocado grower**

“There were definitely some positives from the project, like showing that an autumn application is the best one. If you get that right, you can potentially get away without doing a spring spray. This is important as it coincides with the flowering/pollination period. Other things for good management also came out, like the right temperature for using some miticides, the correct water application rate – making sure it's not too low. Coverage to make sure the miticide reaches the underside of the leaves is critical as this is where the mites are found.”

### **What future benefits do you think this project will bring industry?**

“In the long-term using monitoring, good coverage and timing in the right conditions will help prevent the development of resistance to insecticides. Each year is different so having the seasonal data across different orchards helps make the right decision. A better understanding of tree health and the wider beneficial ‘insect’ community and their role in pest management will also help with the system approach.”



# Marketing spotlight

**Hort Innovation is responsible for investing the avocado marketing levy into a range of activities to drive awareness and consideration. Here's a quick look at some of the activities and achievements in 2021/22.**

## DOMESTIC ACTIVITY

### Our Green Gold campaign

The 'Our Green Gold' campaign featured iconic avocado imagery and was led by brand talent Nazeem Hussain across various channels, including television, online video, outdoor displays, radio, digital displays, social media and media.

The campaign achieved strong results:

- 69 per cent of main grocery buyers in the shopping vicinity were reached via out-of-home advertising
- 36 per cent of main grocery buyers were reached through television
- 30.8 per cent of main grocery buyers were reached through radio
- Social media advertising over-delivered across awareness and engagement metrics.

Public relations drove the campaign by building brand awareness and earned media across top-tier media outlets and channels with high reach.

The summer public relations campaign saw Australian Avocados partner with Hayden Quinn to 'officially unofficially' sponsor the great Australian barbeque by getting consumers to use avocados in new and exciting summer recipes. Australian Avocados released new avocado barbeque recipes and content and created a barbecue accessory range for key media and influencers.

It is estimated the activity reached 10.5 million consumers, with 100 per cent positive sentiment and key message retention was at 79 per cent. Earned media coverage included The Daily Telegraph, 9Honey, Lifehacker and the TODAY show.

### For the love of Shepard avocado

To support the short-lived Shepard avocado season and drive demand for the varietal across the season, Australian Avocados partnered with iconic Sydney café, Cuckoo Callay to host Australia's first Shepard avocado festival, 'For the love of Shepard avocado.' A series of new and delicious Shepard avocado recipes were created and highlighted the variety's unique flavour, profile and texture.



## Marketing spotlight

For the launch, Australian Avocados invited key media and influencers to eat from the inventive and unexpected menu, using Australian Shepard avocados, developed in collaboration with Cuckoo Callay's head chef. The recipes were shared online via Australian Avocado social media channels and website. This was to encourage Australians around the nation to try them at home after research revealed Australians are becoming more adventurous with their taste and are turning to their favourite cafes for inspiration.

Media covered was strong and positive, with content appearing in popular publications such as Daily Mail (reach 10.6 million), New Idea (reach 2.86 million), Broadsheet (reach 1.1 million) and Lifehacker (reach 880,000) and other outlets.

The public relations campaign created over 30 million opportunities to see the Shepard avocado-inspired content. The sentiment was 100 per cent positive, and message retention was 78 per cent for the two key messages around the versatility and unique qualities of Shepard avocados.

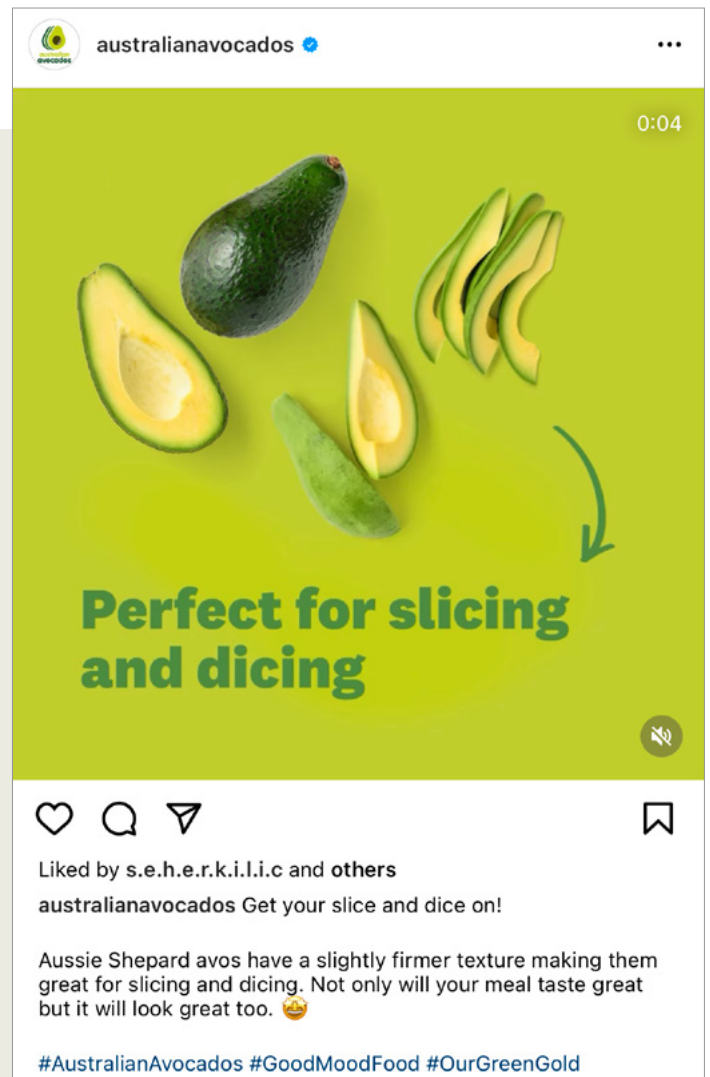
In addition to the earned activity, there was paid support across retail digital out-of-home advertising, radio and social media. Creative content and messaging specific to Shepard avocados were developed to highlight the fruit's unique attributes, taste and texture, creating a strong call to action to purchase.

For radio, Australian Avocados partnered with Nova Network, with Kate, Tim and Joel delivering live reads that highlighted and educated their audience on the benefits and attributes of the Shepard avocado variety. This activity reached 35 per cent of main grocery buyers aged 25 to 34, an average of three times. Out-of-home advertising targeted consumers by providing new, delicious recipe content to consumers as they entered the grocery store. This activity had a higher reach than anticipated, with 66 per cent of grocery shoppers seeing the content across 592 panels in proximity to retailers.

### Hass is back

With Hass avocados returning to supermarket shelves, the 'Our Green Gold' campaign was used to create excitement for the variety, increase awareness and inspire consumption and purchase.

The campaign utilised television, broadcast video on demand, large format outdoor printing, outdoor retail strategies, online video, retailer media and social media to reach the full spectrum of main grocery buyers.



Following the success of the Tokyo Olympics partnership in 2021, Australian Avocados leveraged a media package with the Commonwealth Games in 2022. This extended the 'Green Gold' message and built an emotional connection with the product amongst consumers by linking it to an Australian cultural passion – sport.

Australian Avocados achieved high viewership through premium advertising placements and incremental audience reach with this partnership. Australian Avocados received spots across 64 metro and five capital city channels, reaching an audience of 2.4 million across free-to-air TV and one million impressions across 7Plus catch-up television.

### AVOccasion shopper campaign

To drive the perception of avocados as everyday food across different meal occasions and get shoppers to add an extra avocado to their basket, a new shopper campaign, 'AVOccasion', was launched. The campaign intended to showcase avocados' versatility and inspire consumers to add avocado to any meal at any time of the day to improve it.

Continued



Cubery creative testing was completed on the impact and effectiveness of the new 'AVOccasion' campaign, and the results were the highest performing to date compared to the Hort Innovation benchmark.

Findings indicate the campaign brought to life the avocados' key product benefits in an engaging way. Consumers' impressions of avocados were found to be 'exciting' and a product they could use across various meal occasions. Overall, the campaign generated a strong inclination to consume Australian avocados.

Activity and tactics for the 2022 shopper campaign included:

- **Woolworth's front-of-store digital and search online digital display advertisements.** These touchpoints inspired shoppers by displaying a range of 'AVOccasion' recipes across key meal occasion times and relevant messages on their final path to purchase to highlight the versatility of avocados as consumers shopped. The audience was targeted with content cards, banners, recipes, the creative featured 'AVOccasion' messaging, and shoppers were inspired to add avocados to their virtual basket.
- **Co-branded partnerships to keep Australian avocados top of mind on the shopper journey.** Australian Avocados worked with retailers to identify strong cross-category opportunities. This enabled avocados to be with leading mainstream food brands, which drove inspiration and versatility across usage occasions. Some examples include Australian Avocados and Tostitos (Mexican cuisine usage), Australian Avocados and Mission (lunch occasion), Australian Avocados and Bertocchi (breakfast occasion), and Australian Avocados and Australian Pork (everyday meal usage). The activity involved the inclusion of Australian Avocados branding across various in-store and online touchpoints and the development of new inspirational recipe content.
- **Metcash in-store displays for proximity and impact.** Following the success of 2021's 'Our Green Gold' display competition, Australian Avocados challenged IGA stores to make avocado displays during July and August into an 'AVOccasion' for their chance to win a prize. Campaign point of sale kits with 'AVOccasion' posters, shelf tickets, shelf strips, recipe tear pads, educational materials and tip sheets were provided to stores to assist with dressing up displays.

In 2021/22 the Hort Innovation Marketing function underwent a significant shift in their approach to investing marketing levies. You can read more about this in the 2021/22 Hort Innovation Company Annual Report at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal).



## EXPORT ACTIVITY

### Japan

In 2021/22, the Taste Australia avocado program was extensive and was positively received by industry stakeholders. Despite the numerous challenges, including delays in shipment and implementation of robust retail promotions on shorter notice, the season achieved good sales results. COVID-19 also impacted the program as the initial plan was to implement several in-store demonstrations, such as passing out samples for customers to experience the premium taste of Australian avocados. The COVID-19 pandemic made traditional in-store demonstrations challenging, so the campaign's focus shifted to passive retail promotions, and part of the budget was allocated to food service promotions. In summary, activities undertaken in Japan included:

- Participation in trade shows
- Retail program (including in-store display and promotions)
- Foodservice promotions
- Trade and media seminar
- Social media support and influencer engagement.

### Singapore and Malaysia

The 'Fall in Love with Aussie Avocados' campaign kicked off in Singapore and Malaysia at the beginning of June 2022. The campaign featured Australian Avocados branded content, appealing to a clearly defined target audience with a strong call to action to purchase Australian avocados.

The campaign featured a light-hearted and quirky video about a story of a person who daydreams about Australia after they taste an Australian avocado. The video features avocado usage across many consumption occasions, featuring the Australian scenery and lifestyle. Avocado recipes featured well-known

**Add some green gold goodness to your winter warmer.**



Australian ingredients and flavour combinations to connect Australian avocados to the Australian lifestyle, inspiring consumers to eat Australian avocados.

The campaign featured on YouTube, Facebook, Instagram, and Cable TV, with advertisements running during the Australian MasterChef program that streamed across Singapore and Malaysia.



# Minor use permits

The Hort Innovation Avocado 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 to manage pests, weeds and diseases.

For full details on these activities and links to relevant information, visit [hortinn.com/avocado-minor-use](http://hortinn.com/avocado-minor-use).

## Current permits

Below is a list of minor use permits for the avocado industry, current as of 15 August 2022.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12450 Version 7	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	30-Nov-25	Hort Innovation
PER87164 Version 2	Dimethoate / Specified citrus and tropical and sub-tropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	01-Mar-19	31-Mar-24	Hort Innovation
PER14597 Version 3	Methomyl (Lannate L) / Avocado / Ectropis looper. NSW and QLD only	01-Apr-14	31-Mar-22	Hort Innovation
PER14618 Version 4	Abamectin / Avocado / Tea red spider mite and six-spotted mite (All States and Territories except Vic) <i>Please note: Use for tea red spider mite is now registered on various labels such as Imtrade, Abamectin, Campbell Apollo and Ambush</i>	09-Feb-15	30-Jun-25	Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER81560 Version 2	Chlorantraniliprole / Avocado / Lepidopteran pests including Ectropis looper and avocado leaf roller (NSW, QLD and WA only)	13-May-16	30-Apr-23	Hort Innovation
PER85167 Version 3	Etoxazole (ParaMite) / Avocados / Six-spotted mite and tea red spider mite	26-Sep-17	31-May-26	Hort Innovation
PER85877	Paclobutrazol (soil drench application) / Avocado orchards (high density plantings only) / Vegetative growth management	29-Aug-18	31-Aug-23	Avocados Australia Limited (AAL) C/Hort Innovation
PER89241	Spinetoram / Various including avocado / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89281 Version 2	Chlorantraniliprole / Avocado / Fall armyworm ( <i>Spodoptera frugiperda</i> )	13-Mar-20	31-Mar-23	Hort Innovation

Continued

## Minor use permits

### Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
PER89293	Methomyl / Avocado / Fall armyworm ( <i>Spodoptera frugiperda</i> )	10-Apr-20	30-Apr-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including tropical and sub-tropical fruit crops (inedible peel) / Fall armyworm	21-Jul-20	31-Jul-23	Hort Innovation
PER89167	Bifenazate (Acramite miticide) / Avocado / Tea red spider mite and six-spotted mite (All States and Territories except VIC)	10-May-21	31-May-24	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!

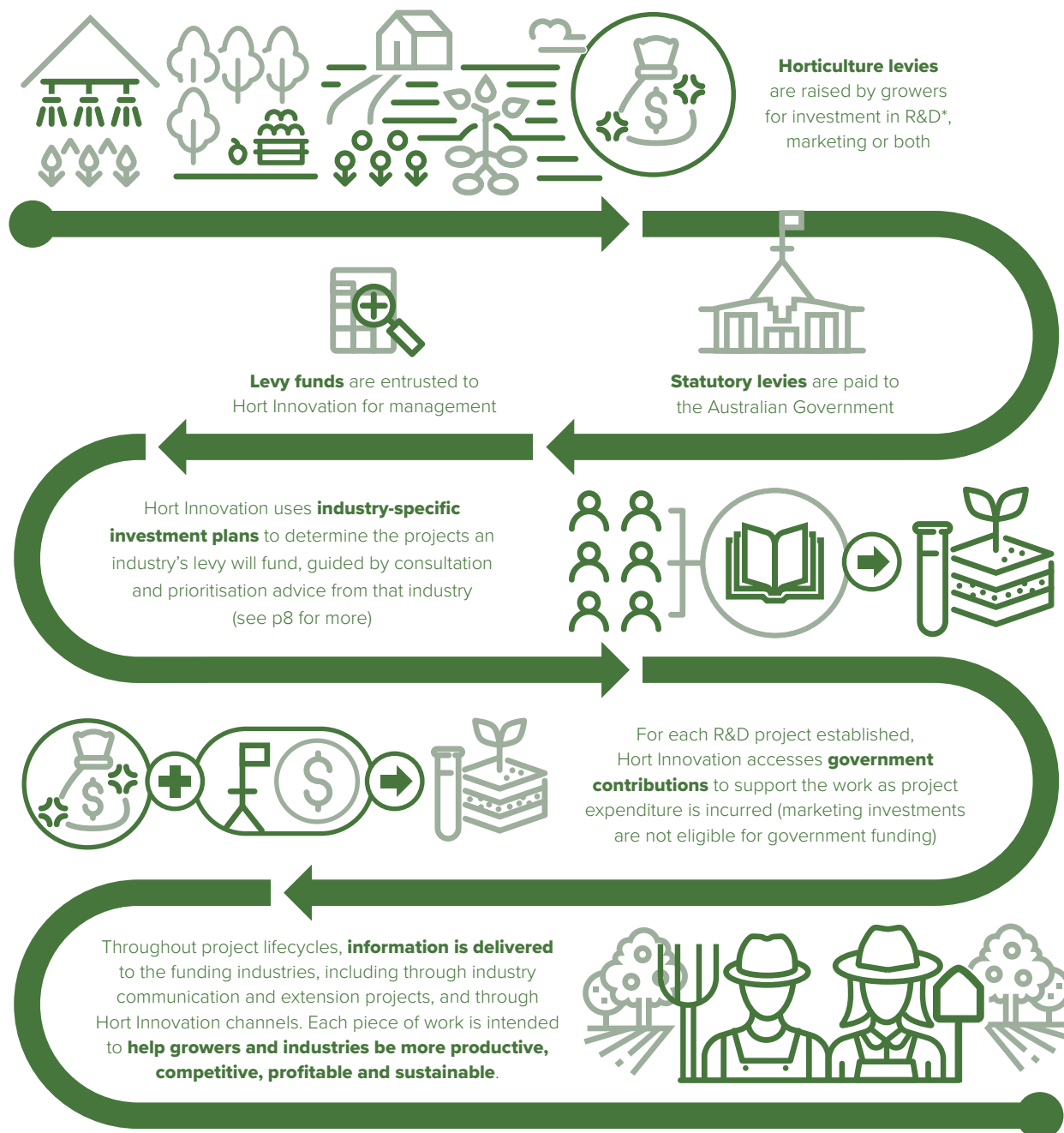
Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at [www.horticulture.com.au/sign-up](https://www.horticulture.com.au/sign-up).



# How strategic levy investments are made in the Avocado Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The avocado R&D and marketing levies were invested this way during the year, guided by the avocado Strategic Investment Plan 2022-2026 and advice from the industry's investment advisory panel.



\* Encapsulating extension and international trade

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

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