

# Fund Annual Report 2022/23



# The world's best horticulture demands the very best innovation.

Hort Innovation advances Australia's \$16 billion horticulture industry by investing in research and development (R&D), marketing and trade to build a prosperous and sustainable future for growers.



Hort Innovation partners with Australian and international co-investors including government, leading science, technology, and consumer strategy experts to anticipate future challenges and opportunities.

Our role is to capture value from the investments we make to benefit all levy payers.

With more than \$139 million invested in 2022/23, I am pleased to share the 2022/23 Fund Annual Report which provides industry-specific information on what was achieved during the year on behalf of the horticulture sector.

This document accompanies our 2022/23 Annual Report, which can be found at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal).

I also encourage you to explore the ways you can stay close to what your levy is achieving throughout the year...

● **Sign up to receive Hort Innovation Communications.** You can stay updated with what is happening at Hort Innovation by signing up to our communications at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up). We have regular e-newsletters such as the monthly *Growing Innovation* and quarterly *Impact Update*, as well as invites to events, webinars and other opportunities.

● **Become a member.** Paying a levy doesn't automatically make you a Hort Innovation member, but signing up is free at [www.horticulture.com.au/membership](http://www.horticulture.com.au/membership). As well as providing the opportunity for voting rights at the organisation's Annual General Meeting, Hort Innovation membership brings you closer to investment activities and results in your industry, and to the organisation as a whole.

● **Visit the Hort Innovation website.** The Hort Innovation website ([www.horticulture.com.au](http://www.horticulture.com.au)) is a repository of information about our organisation's activities, as well as detailed information about our investments.

● **Engage with your industry communication program.** Hort Innovation invests in a range of industry-specific communication programs that are dedicated to bringing you the latest information and advice for growers, including news, outcomes and resources related to your levy investments. Get in touch with us at [communications@horticulture.com.au](mailto:communications@horticulture.com.au) to find out more about how you can sign up and keep informed.

Now we look ahead to another great year of investment on behalf of the horticulture sector.

A handwritten signature in dark ink, appearing to be 'Brett Fifield'. The signature is stylized and fluid, written on a light-colored background.

**Brett Fifield**  
Hort Innovation Chief Executive Officer

# Hort Innovation Funds

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# Hort Innovation Almond Fund 2022/23



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 almond statutory and voluntary R&D levies, together with Australian Government contributions, into key initiatives for growers, through the Almond Fund.

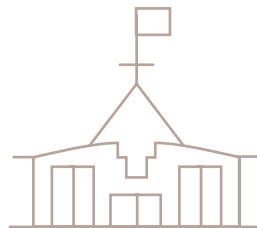
Visit [www.horticulture.com.au/almond](http://www.horticulture.com.au/almond) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Almond Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$8,024,602**

invested in R&D















**\$4,978,453**

in levies collected by the Government and passed on to Hort Innovation for investment (including voluntary contributions through the almond collective industry fund)



## Here are some highlights from what was delivered during the year:

-  **A lifecycle analysis of the almond industry** is underway to inform sustainable practices and reduce the production of carbon emissions – see [hortinn.com/al20005](https://hortinn.com/al20005) for more.
  -  **A program approach to pest and disease management** through two separate but complementary projects to equip growers with a toolkit of effective practices, new technologies and practical guidelines to follow. See [hortinn.com/al22002](https://hortinn.com/al22002) and [hortinn.com/al22003](https://hortinn.com/al22003).
  -  **A new market access and trade development investment** to supercharge the almond industry's efforts in international markets – see [hortinn.com/al22004](https://hortinn.com/al22004). The results of the previous trade programs can be seen at [hortinn.com/al17008-and-al19002](https://hortinn.com/al17008-and-al19002).
  -  **Exploration of cover cropping as a management practice** through the establishment of field trials in two almond-growing regions to understand how cover crop influences production systems. Read more at [hortinn.com/al21004](https://hortinn.com/al21004).
  -  **Improving production efficiencies** through a project looking at transitioning to higher density orchard systems – keep up to date on the progress at [hortinn.com/al21001](https://hortinn.com/al21001).
  -  **Efforts to quantify the impact of whole orchard recycling on the carbon footprint of an almond orchard** – read more at [hortinn.com/al21000](https://hortinn.com/al21000).
  -  **Access to self-fertile almond varieties**, developed through the industry's long-running breeding and evaluation program – read more at [hortinn.com/al17005](https://hortinn.com/al17005).
  -  **Industry communication and extension programs**, delivering best practice information, *In a Nutshell*, the industry website, webinars, events and more – see [industry.australionalmonds.com.au](https://industry.australionalmonds.com.au).
  -  **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](https://hortinn.com/mt21008).
  -  **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](https://hortinn.com/as18000).
  -  **The Almond Centre of Excellence**, a demonstration orchard that showcases new technologies and practices to the almond industry – see [hortinn.com/al19000](https://hortinn.com/al19000).
  -  **Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/almond](https://www.horticulture.com.au/almond).
- HARVEST TO HOME** **The almond Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).



# Hort Innovation Apple and Pear Fund 2022/23



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 apple and pear R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Apple and Pear Fund.

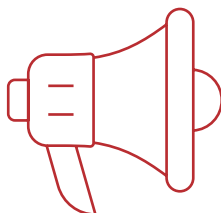
Visit [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Apple & Pear Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



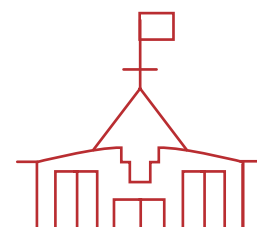
**\$2,823,355**

invested in R&D



**\$3,147,999**

invested in marketing



**\$4,810,704**

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



## Here are some highlights from what was delivered during the year:



**A market access and trade development program** to bolster industry readiness, knowledge and technical capabilities around export – see [hortinn.com/ap21001](https://hortinn.com/ap21001).



**Support for future apple and pear industry leaders** through investment in a 2024 Nuffield Australia scholarship – see [hortinn.com/mt22003](https://hortinn.com/mt22003).



**A new quality assurance program** working with retailers to improve the instore appearance and quality of apples and pears – read more at [hortinn.com/ap22000](https://hortinn.com/ap22000).



**Updating of the industry's current biosecurity plan** through a project to identify the current highest-risk pests to the industry, the risk mitigation activities needed to reduce the biosecurity threat, and the surveillance and diagnostic activities and capabilities available – see [hortinn.com/ap21003](https://hortinn.com/ap21003).



**Continued investment in the Productivity, Irrigation, Pests and Soils program** (or PIPS3) for both apple and pear growers, find out more at [www.horticulture.com.au/apple-and-pear](https://www.horticulture.com.au/apple-and-pear).



**An industry communications** program to continue delivery of the Australian Fruitgrower magazine, Industry Juice emails and more via [www.apal.org.au](https://www.apal.org.au).



**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](https://hortinn.com/mt21008).



**Harvest to Home dashboards** for apples and pears providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).



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





## A snapshot of the 2022/23 apple domestic marketing campaign

Hort Innovation is responsible for investing the apple marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The apple marketing plan's vision was to reignite excitement for apples as the go-to healthy snack for all Australians. The consumer goal was to increase household penetration among light buyers, increasing past four-week household penetration year-on-year.

The campaign had three key pillars:

- 1 Reignite desire for apples** – To drive top-of-mind awareness and consideration, the plan had two activity bursts to harness the peak season for apples – June to October 2022 and February to June 2023.
- 2 Surprise and delight at the point of purchase** – To ensure a great and consistent consumer experience, activities included the extension of the quality and merchandise program, varietal in-store sampling, varietal permanent point-of-sale materials across the domestic market and export co-promotion for international markets.
- 3 Cement apples as the ultimate healthy go-to snack** – Blue-sky thinking around potential grab-n-go initiatives for petrol and convenience stores and metro.



### Insights that drove our thinking

- Quality remains a significant barrier for consumers with 'bruises easily' and 'poor quality' being key barriers to purchase versus all fruit (bruises 19 per cent versus 12 per cent), (quality 18 per cent versus 15 per cent). Early indications suggest that the merchandising project is shifting the dial on quality and delivering a strong return on investment (3:1).
- While 88 per cent of households have bought apples over the past 12 months, only 50 per cent have bought in the last four weeks. This means that growth opportunities lie with light buyers.
- Apples have significant strength in snacking (61 per cent of apple volume versus 46 per cent for all fruit). They also have the highest share of snacking of any fruit (18 per cent), even higher than bananas (15 per cent). Playing to apples' key strengths, the marketing campaign aims to cement apples as an ultimate healthy go-to snack.
- Consumers see apples as not overly exciting (18 per cent stating that there are more exciting alternatives to apples versus 8 per cent for other fruit). The variety sampling and messaging is critical to combat the existing perception of apples being 'boring' and inspire greater category consumption.



### What the campaign looked like in market

The first burst of activity ran across outdoor (regional and metro out-of-home advertising such as panels), radio, Spotify, social and shopper between June and October 2022. The second burst took place from February to June 2023 via an updated 'Hit Refresh' creative with a new, modernised logo.

The scope of the campaign was also extended to include influencer marketing, with four prominent ambassadors selected to leverage their social following. Influencers were asked to develop content to position apples as ultimate healthy go-to snack and to showcase exciting apple varieties.





## What did we achieve?

### Burst 1: June – October 2022

The media mix chosen for this activity burst created an opportunity to reach almost 19 million grocery buyers aged 18 and over.

### Burst 2: February – June 2023

To secure incremental reach across social, the campaign stretched onto TikTok and YouTube.

The interim results (as at May 2023) give confidence that the campaign has delivered the forecasted results:

- ✔ With delivered reach of 3.3 million in metro out-of-home advertising the campaign is 96 per cent through the planned targets.
- ✔ Regional metro exceeded its targets, delivering reach of 2.7 million.
- ✔ Radio buy exceeded the planned targets with a reach of 5.4 million.

### Instore sampling

Implemented from May to July 2023, in 600 Coles, Woolworths and IGA stores.

The activity:

- ✔ Educated consumers on the different varieties of apples.
- ✔ Offered insights into flavour profiles and ways to use.

### Instore quality and merchandising Program

Held from April to June 2023 for 11 weeks in 1200 stores across two major retailers.

Key achievements:

- ✔ 13,957 staff trained.
- ✔ Fruit with limited to no quality issues: 83.5 per cent.
- ✔ Availability (full display): 74.4 per cent.
- ✔ Presentation (neatly stacked): 88.6 per cent.
- ✔ Increasing the variety and volume of apples purchased.



## Export activity for apples in 2022/23

In 2022/23, an export campaign was developed to build awareness, and increase purchase of Australian apples in Thailand. This was achieved through retailer engagement and promotions to drive conversion by providing retailers with material to support their selling season.

Activities included launch events at retailers TOPS and MAKRO, instore displays, point-of-sale materials, display competitions, sampling session, gift-with-purchases, staff training, digital billboards and social media.

The campaign achieved:

- ✔ Roadshows were organised across two key retailers (TOPS and MAKRO), with the participation of Austrade, State Governments, Agricultural Counsellor, and a plethora of trade partners. More than 60 people attended both events combined.
- ✔ A comprehensive retail program was conducted in partnership with three major retailers across more than 335 participating stores nationwide, including the delivery of 280 sampling sessions and 40 push-selling sessions.
- ✔ A video promoting Australian apples was broadcasted on a giant billboard for two months, generating an estimated five million views based on the high traffic in the area.

## A snapshot of the 2022/23 pear domestic marketing campaign

Hort Innovation is responsible for investing the pear marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The pear marketing plan had three strategic pillars:

- 1. Rediscover the love of pears** – to encourage consumers to trial the fruit, this stream included instore sampling to drive trial, along with research to understand what motivating key benefits resonate with light buyers.
- 2. Inspire and educate instore and online** – this line of work focused on delivering educational messaging around how to choose, use and ripen pears on paid social media and with influencers, as well as driving a quality and merchandising program and in-store communication.
- 3. Grow pear export** – to drive the preference for Australian produce in the key export markets.



### Insights that drove our thinking

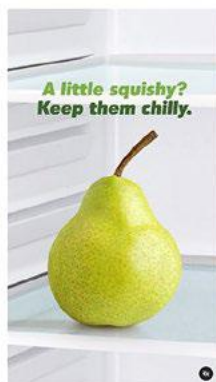
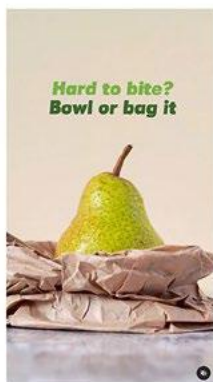
- Penetration for pears is low, with only 59 per cent of households purchasing in the last 12 months, and only 24 per cent in the past four weeks (versus 66 per cent for bananas and 50 per cent for apples).
- Top of mind awareness is also low with only 13 per cent of people spontaneously thinking of pears when asked about what fruit they are planning to buy in the next week (versus 64 per cent for apples and bananas).
- Consumption data suggests that light buyers only purchase pears three times per year versus heavy buyers at 23 times per year.
- Pears are often perceived as good value for money with 88 per cent agreeing that they are worth what they cost.
- The research identified bruising (26 per cent), going off too quickly (21 per cent), messiness (13 per cent) and not as appealing as other choices (12 per cent) as top barriers to purchase. Education is therefore required for retailers, shoppers and consumers on how to pick, handle and ripen pears to ensure a great and consistent experience for everyone.

### What the campaign looked like in market

Launched in April 2023, the domestic campaign educated consumers both instore and online on how to choose, ripen, store and use pears to ensure that they have an enjoyable experience each and every time. The underlining message was that you can enjoy pears in all stages of their ripeness with a bit of know-how.

Housed under the creative line 'Enjoy Pearfection', the campaign featured tips and tricks, storing ideas to either speed up or slow down the ripening process, and serving suggestions and inspirations.

In addition, the campaign partnered with five well-respected and prominent Australian influencers to create engaging educational content for pears.





## What did we achieve?

### Social media campaign

The campaign is only a third of the way through, but the interim results are promising. At the end of July 2023, the campaign had achieved:

- Over seven million opportunities for people to see the pear-inspired content
- Over 700,000 engagements (mostly delivered through the influencer content).

### Burst 2: February – June 2023

Held from April to June 2023 for 11 weeks in 1,200 stores across two major retailers. The campaign has achieved:

- 13,957 staff trained
- Fruit with limited to no quality issues: 83.5 per cent
- Availability (full display): 74.4 per cent
- Presentation (neatly stacked): 88.6 per cent.

### Instore sampling

Held from May to July 2023, in 444 Coles, Woolworths and IGA stores

The activity:

- Educated consumers on how to choose and ripen pears with the giveaway brown paper ripening bag
- Offered consumers new ways to use pears with different recipes on offer.



## Export activity for pears in 2022/23

International activities involved building in-market awareness and driving consideration of Australian pears in Thailand and Indonesia. This was achieved through engagement with retailers and promotions to drive conversion instore.

There was also a focus on educating locals on the many ways Australian pears can be integrated into their diet.

For Thailand, activities included launch events at retailers TOPS and MAKRO, instore displays, point-of-sale materials, display competitions, sampling sessions, gift-with-purchases, staff training, digital billboards and social media.

For Indonesia, activities included a season media launch, instore displays, point-of-sale materials, sampling sessions, e-commerce and influencers.

The campaign achieved:

- Introduction of a new variety of pears (Rico Pears) into Indonesia as part of the retail program. Rico Pears was sold out on the e-commerce platform and local retailers have raised interest in this variety for the coming seasons.
- The retail program was conducted across 58 stores nationwide in partnership with four major retail partners, leading to \$58,261 in sales (9,440 kilograms of produce).
- Collaboration with leading e-commerce platform Tokopedia for the promotion of Australian pears via advertising placement, featured page, discounts and influencer engagement. All promotional items combined contributed to a total of 338,000 opportunities to see the content.



# Hort Innovation Avocado Fund 2022/23



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.

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.

From the Avocado Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.

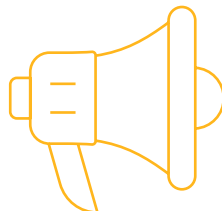


A snapshot of 2022/23



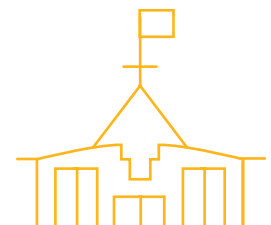
**\$5,343,359**

invested in R&D



**\$4,684,915**

invested in marketing



**\$8,508,686**

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

## Here are some highlights from what was delivered during the year:

-  **An investment tasked with bolstering industry readiness, knowledge and technical capabilities around export**, primarily through the support of an Export Development Manager at Avocados Australia who helps avocado growers take advantage of existing, new and emerging export opportunities. Find out more at [hortinn.com/av20004](https://hortinn.com/av20004).
  -  **Projects to boost the industry's approach to biosecurity** including strategy development ([hortinn.com/av21002](https://hortinn.com/av21002)) and capability building ([hortinn.com/av21003](https://hortinn.com/av21003)).
  -  **A study to review automation opportunities** within the avocado production system – see [hortinn.com/av22002](https://hortinn.com/av22002).
  -  **Development of tools (such as traps and lures)** to help avocado and macadamia growers manage fruit and banana spotting bugs – find out more at [hortinn.com/mt21017](https://hortinn.com/mt21017).
  -  **Increasing the quality of avocados** through a program targeting the development of pre-harvest management strategies, focusing on soil moisture, soil nutrition and crop management. Find out more at [hortinn.com/av21005](https://hortinn.com/av21005).
  -  **Development of a foodservice strategy** that will provide the insights and direction needed to grow the category's volume in the domestic food service channel – see [hortinn.com/av22005](https://hortinn.com/av22005).
  -  **Efforts to advance the delivery of mapping tools** to provide growers with technology to improve yield forecasting and mapping – read more at [hortinn.com/av21006](https://hortinn.com/av21006).
  -  **A new benchmarking program** to equip growers with data to inform their decision-making and provide insights to the industry as a whole – see [hortinn.com/av22004](https://hortinn.com/av22004).
  -  **Delivery of a workshop to identify and prioritise key pest and disease challenges** for the avocado industry. The findings will provide direction for future investment – see [hortinn.com/av22003](https://hortinn.com/av22003) for more.
  -  **A renewed industry communications program**, delivering *Guacamole* and *Avo Alert* emails, the *Talking Avocados* magazine and more – access the resources and sign up at [www.avocado.org.au](https://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](https://hortinn.com/as18000).
  -  **Monitoring of avocado fruit quality in retail stores** to provide detailed, timely feedback to packhouses and industry – find out more at [hortinn.com/av19003](https://hortinn.com/av19003) for results from the completed program and [hortinn.com/av22011](https://hortinn.com/av22011) for continued efforts.
  -  **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](https://hortinn.com/mt21008).
- HARVEST TO HOME** **The avocado Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).





## A snapshot of the 2022/23 avocado domestic marketing campaign

Hort Innovation is responsible for investing the avocado marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The avocado marketing plan's vision is to create a globally competitive and trusted avocado industry. Underpinning that vision is the aim of increasing domestic consumption of avocados to 150,000 tonnes by 2026 at profitable farm gate prices. To do that, the consumer goal is to increase household penetration of light buyers in all markets.

The marketing plan has three strategic pillars:

- 1 **Cement the core proposition locally and globally** – drive top of mind awareness and consideration of Australian avocados.
- 2 **Retail, shopper and consumer education** – create better eating experiences of avocados through education.
- 3 **Own everyday meal occasions** – inspire people to eat avocados across everyday meal occasions.

### Insights that drove our thinking

- While 85 per cent of households have purchased avocados in the past 12 months, only 41 per cent have purchased avocados in the past four weeks.
- Top of mind awareness is low versus other fruit and vegetables – five per cent spontaneously think about avocados when asked about fruit and four per cent spontaneously think about avocados when asked about vegetables.
- Most consumers are not getting a great experience with avocados – four of the top five barriers for current consumers are related to a poor product experience with avocados.

Education is required for retailers, shoppers and consumers on how to pick, handle and ripen avocados.

- Avocados have a clear strength versus all other fresh produce in its versatility across occasions, with avocados being consumed across an even spread of meals (breakfast 30 per cent, lunch 35 per cent and dinner 27 per cent).

### What the campaign looked like in market

There were two campaign phases (July to September 2022 and November 2022 to June 2023) to create mass awareness of Australian Avocados through the 'Our Green Gold' campaign. This involved a wide range of activities including a paid media campaign across radio, social media, retail media (such as front of store panels and online) and public relations.

### What did we achieve?

Brand tracking shows the advertising has good recall and comprehension with a clear message takeout:

- Campaign sustained strong recall (42 per cent of people recalled seeing or hearing the campaign with prompting), well above the industry norm of 27 per cent.
- Good comprehension (79 per cent say the message was easy to understand) and credibility (64 per cent say the message is believable), with key message takeout that avocados are distinctively Australian (55 per cent).
- People who recall seeing the campaign are more likely to purchase (41 per cent) versus people who don't recall seeing the campaign (35 per cent).
- Media campaign reaching 252,000 people.







### Export activity for avocados in 2022/23

In 2022/23, an export campaign was developed to drive sales of Australian avocados (both Hass and Shepard) while educating locals on the many ways to eat avocados and showcasing health benefits. The campaign featured in Japan, Malaysia, Singapore and Hong Kong.

Activities across the four countries included educational website content, instore displays, point-of-sale materials, promotional discounts, booths at trade shows, YouTube advertising, social media, gift-with purchases, e-commerce and foodservice promotions with local restaurants.

The campaign achieved:

- Collaboration with up to 56 different retail partners across the four markets for the delivery of a comprehensive retail program in more than 700 stores. Push-selling activities were the key driver to boost the sales alongside promotional discounts.
- Participation in the Supermarket Trade Show in Tokyo in February 2023 to promote Aussie avocados to local trade partners. More than 900 samples were distributed over three days, and a lot of potential partners including retailers, distributors and importers have expressed interest in Australian avocados for the next season.
- Introduction of Australian avocados to more than 54 outlets as part of the foodservice promotions in Malaysia, Singapore and Hong Kong, leading to an increase in awareness of both avocado varieties.

# Hort Innovation Banana Fund 2022/23



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 banana R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Banana Fund.

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

From the Banana Fund page, access your industry’s *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.

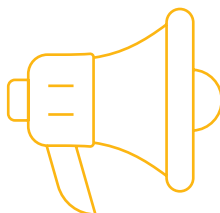


A snapshot of 2022/23



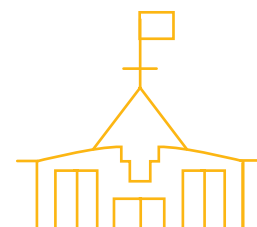
**\$3,495,943**

invested in R&D



**\$3,703,760**

invested in marketing



**\$6,262,776**

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



## Here are some highlights from what was delivered during the year:



**A new benchmarking program** to equip growers with data to inform their decision-making and to provide insights to the industry as a whole – see [hortinn.com/ba22009](https://hortinn.com/ba22009).



**In-store quality, education and merchandising programs** to improve the presentation and quality of bananas in-store to increase consumer demand – read more at [hortinn.com/ba22005](https://hortinn.com/ba22005).



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



**The banana Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).



**Industry communication and extension programs**, delivering the Australian Bananas magazine, e-bulletins, the [www.abgc.org.au](https://www.abgc.org.au) and [www.betterbananas.com.au](https://www.betterbananas.com.au) websites and the **Best Management Practices for Biosecurity online tool**, available at [abgc.org.au/biosecurity](https://abgc.org.au/biosecurity).



**An integrated pest and disease management program** to increase the banana industry's knowledge of significant pests and diseases and how to control them – see [hortinn.com/ba21004](https://hortinn.com/ba21004).



**Research to identify banana varieties with TR4 resistance** from global breeding and evaluating their performance in Australian conditions – see [hortinn.com/ba21002](https://hortinn.com/ba21002) and [hortinn.com/ba21000](https://hortinn.com/ba21000).



**A host of investments to address pests and diseases**, including delivery of a multi-pest surveillance and grower education program ([hortinn.com/ba21003](https://hortinn.com/ba21003)), improvement of banana industry diagnostic capacity and capability ([hortinn.com/ba21001](https://hortinn.com/ba21001)).



**Support for the 2023 Banana Congress** – to find out more visit [bananacongress.org.au](https://bananacongress.org.au).



**Development of a banana waste reduction plan** – a co-investment with Fight Food Waste CRC to explore opportunities to reduce waste across the Australian banana supply chain and increase industry profits.



Jana Pittman, Australian Bananas Brand Ambassador for back-to-school public relations campaign.





## A snapshot of the 2022/23 banana domestic marketing campaign

Hort Innovation is responsible for investing the banana marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The banana marketing plan aims to increase the penetration of light buyers by increasing the past four week household penetration from 66 per cent year-on-year.

The program activities align to Australian Bananas' key benefit as the natural energy source providing the fuel to help you do your thing.

The 'Make Your Body Sing' brand campaign showcases bananas' energy credentials across a range of mass-reaching media platforms including television, catch-up TV, out of home panels outside supermarkets, social media and retail online media, aimed at increasing the frequency of purchase for all category buyers, including light buyers.

### Insights that drove our thinking

- Growth possible in recent purchase and light buyers** – Four-week household penetration is 66 per cent versus 12-month penetration at 91 per cent. Light buyers shop 12 times per year versus heavy buyers at 65.
- Non-fruit substitutes are more prevalent for bananas than any other fruit** – cereal (31 per cent), icecream/block (25 per cent), toast (25 per cent) and yoghurt (23 per cent).
- Key occasions are breakfast and snacking** – Bananas dominate breakfast, with a 32 per cent share of occasion and 36 per cent of banana volume. Bananas do have a sizeable share of snack occasion volume at 15 per cent, however, lag slightly behind apples at 18 per cent. Snack occasions are 39 per cent of banana volume.

### What the campaign looked like in market

#### Pillar 1 – Communicate natural energy broadly and frequently

- Make your body sing advertising.
- Public relations and social media driving bananas' energy credentials year round.
- Kids' education program.

#### Pillar 2 – Win with retailers and shoppers

- Instore quality, education and merchandising program.
- Supply chain engagement manager and retail activation.
- Online retail plan.

#### Pillar 3 – Compete in the broader category of snacking

- Public relations and social media that cements bananas as a snack beyond fruit.

### What did we achieve?

#### Back to School campaign with Jana Pittman

This achieved 54 million opportunities to see the banana key messaging versus the goal of 40-50 million.

High-reaching coverage included Channel 7 Sunrise, 2 Day FM and the Daily Mail.

#### Life Education partnership

After this trial in NSW, the partnership will be rolled out nationally.

68 per cent of students surveyed said they felt more excited to eat bananas after hearing Healthy Harold and the educator speak to them about the benefits of eating bananas.

Close to 180,000 students have participated in nutrition content lessons with Life Ed, learning the importance of choosing nutritious foods for health and energy, including bananas which are Healthy Harold's favourite fruit.

#### Brand tracking

Research conducted by Fiftyfive5 found the Australian Bananas advertising is memorable, the messaging is relevant and ultimately drives purchase intent, with 44 per cent of those who saw the campaign being more likely to buy bananas in the future.

#### In-store quality, education and merchandising program

- Commenced in May across 1,000 Coles and Woolworths stores, the program ran for 18 weeks into October.
- More than 12,000 cartons of bananas replenished.
- 86.5 per cent of displays more than 3/4 full.
- The training video was delivered at 11,920 training sessions for store staff.



# Hort Innovation Berry Funds 2022/23

Hort  
Innovation

BLUEBERRY  
FUND

Hort  
Innovation

RASPBERRY AND  
BLACKBERRY FUND

Hort  
Innovation

STRAWBERRY  
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 voluntary blueberry and statutory rubus and strawberry levies, together with Australian Government contributions, into key initiatives for growers, through the Blueberry, Raspberry and Blackberry, and Strawberry Funds.

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

From the Berry Fund pages, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



## A snapshot of 2022/23

### Blueberry



**\$359,179**

invested in R&D



**\$618,750**

in voluntary levies collected by industry and passed on to Hort Innovation for investment

### Raspberry and blackberry



**\$1,240,867**

invested in R&D



**\$38,169**

invested in marketing



**\$1,340,104**

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

### Strawberry



**\$2,241,598**

invested in R&D



**\$690,886**

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

## Here are some highlights from what was delivered during the year:



**A multi-industry berry export program** to support the industry's export ambitions through market development work, plus training and education activities for growers – read more at [hortinn.com/mt20004](https://hortinn.com/mt20004).



**Continued breeding and evaluation work** for improved strawberry varieties, with varieties released to date having strong uptake with growers – see [hortinn.com/bs22000](https://hortinn.com/bs22000).



**A multi-industry communication and extension program**, delivering the *Australian Berry Journal*, *The Burst* e-newsletter, the [www.berries.net.au](https://www.berries.net.au) website, webinars and more.



**Delivery of evidence-based information about the health benefits of berries** to improve awareness and knowledge in health professionals – see [hortinn.com/mt21000](https://hortinn.com/mt21000).



**Support for future rubus industry leaders** through investment in a 2024 Nuffield Australia scholarship – see [hortinn.com/mt22003](https://hortinn.com/mt22003).



**Investment into managing pest and diseases in the rubus industry** through an integrated pest management program ([hortinn.com/rb21000](https://hortinn.com/rb21000)) and research into using pheromones and traps to address mirids and vegetable bugs ([hortinn.com/rb21001](https://hortinn.com/rb21001)).



**Identification of labour-saving technologies** that could be deployed in the berry industry through a rubus-focused desktop study – find out more at [hortinn.com/rb21003](https://hortinn.com/rb21003).



**Examination of the role flies play in pollinating berry crops** through a research program focusing on the Coffs Harbour region in New South Wales – see [hortinn.com/mt22007](https://hortinn.com/mt22007).



**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](https://hortinn.com/mt21008).



**The Harvest to Home dashboards for blackberries, raspberries and strawberries**, providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).





## A snapshot of the 2022/23 raspberries and blackberries marketing campaign

Hort Innovation is responsible for investing the rubus marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The 2022/23 marketing program was designed to increase awareness by positioning raspberries and blackberries as a quick and easy solution to add a 'wow' factor to everyday meals. This was achieved by developing a bank of new recipes and images for a paid social media campaign to help inspire consumers. This content was used across Facebook, Instagram and on the Fresh Australian Berries social page. The campaign ran from July 2022 to October 2022.

### Insights that drove our thinking

- According to the Kantar Domestic Growth Study 2022, berries have a strong advantage across breakfast as a key meal occasion, along with being quick and easy, healthy and nutritious.
- The study also showed that berries are refreshing, sweet and light, and healthy but can be perceived as expensive, may go off too quickly and may have unreliable quality.

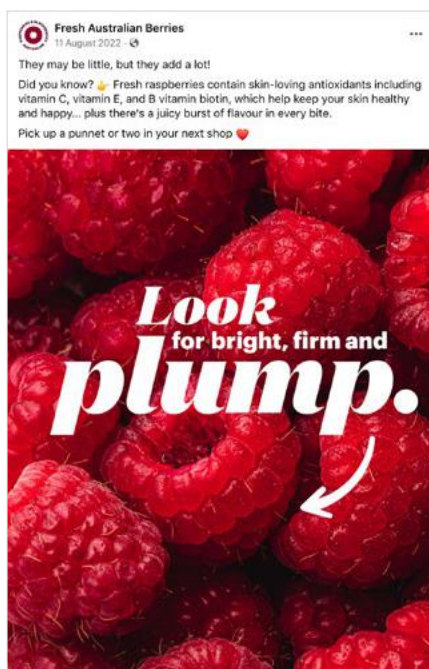
### What the campaign looked like in market

Working with photographer Marie Duong from Eats with Marie, a suite of new recipes and imagery assets was developed. This was shared on the Fresh Australian Berries website along with Facebook and Instagram.

### What did we achieve?

#### Paid social media

- Targets:
  - Impressions – 800,000
  - Engagements – 16,000
- Achieved:
  - Impressions – 859,237
  - Engagements – 16,341



# Hort Innovation Cherry Fund 2022/23



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 cherry R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Cherry Fund.

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

From the Cherry Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



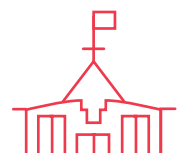
**\$1,063,110**

invested in R&D



**\$173,130**

invested in marketing



**\$846,445**

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

## Here are some highlights from what was delivered during the year:



**A new investment in extension and communications** to ensure the cherry industry is better informed through an increase in the level of communication and information available through the delivery of newsletters, case studies, fact sheets, workshops, orchard walks, videos and podcasts – see [hortinn.com/cy22002](http://hortinn.com/cy22002).



**A new market access and trade development program** to deliver export readiness training for growers and much more – see [hortinn.com/cy21001](http://hortinn.com/cy21001).



**Qualitative research underway to understand the barriers to buying cherries**, particularly for light and lapsed buyers. The findings will be used to inform future marketing activities. See [hortinn.com/cy22003](http://hortinn.com/cy22003) for more.



**The cherry Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).



**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/cherry](http://www.horticulture.com.au/cherry).



## A snapshot of the 2022/23 cherry domestic marketing campaign

Hort Innovation is responsible for investing the cherry marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The 2022/23 marketing program for cherries focused on building awareness of the cherry season locally and driving preference for Australian cherries in export markets.

### Insights that drove our thinking

**Saliency:** Cherries have a low unprompted purchase intent (often defined as saliency and attributed to the question: *which three types of fresh fruit are you most likely to buy in the next seven days?*). This suggests that cherries are simply not top of mind. This might be partially due to the limited season of November to February, therefore it is important to build anticipation for the start of the season and continue driving awareness and consideration throughout.

**Light buyers:** Research suggests that only 61 per cent of households have “ever tried” cherries, with 34 per cent having bought in the last 12 months; 54 per cent of buyer base, on average buying only 1.7 times in a season, and 39 per cent buying once only. The key to unlocking the future growth is to understand and address barriers to purchase.

### What did we achieve?

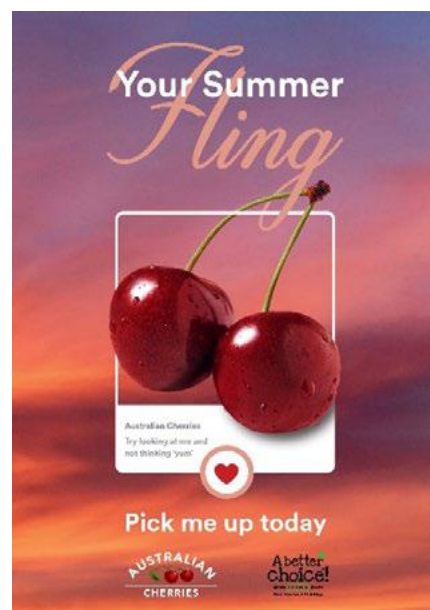
#### Radio campaign

Designed to build awareness among main grocery buyers across Sydney and Melbourne metro areas, this short burst of activity involved advertising across three major networks (Gold, KIIS and WSFM) in the last two weeks of January to ensure consumers could take advantage of the last of cherries before the season ended. As a result, the campaign reached over two million people at an affordable cost-per-minute of \$5.17.

### State-based promotions

Each of the five participating states had a chance to set their own objectives (either driving in-store purchase or promoting local growers to pick-your-own enthusiasts) and choose suitable promotional tactics. The following activities took place:

- **Victoria:** Focused on promoting the Victorian cherry season, delivering an estimated reach of more than 4.4 million people via a targeted social, public relations and influencer campaign.
- **Tasmania:** Strove to improve consumption of local cherries via a printed edition of *Seasonal Produce Guide* (almost 12,000 copies distributed) and social media push (reaching 8,000 people).
- **New South Wales:** Decided to prioritise driving awareness in regional areas via two large scale out-of-home placements with passing traffic of up to 20,000 vehicles a day.
- **South Australia:** Set a goal of continuing to build awareness of local cherries with regional consumers and visitors. As a result, 10,000



copies of Cherry Map were printed, digital in-app fresh fruit map was refreshed, and over 50,000 people were reached via the social media campaign.

- **Queensland:** Encouraged trial and drive impulse buying with 10 instore sampling events and a robust social media campaign reaching 252,000 people.

### Export activity for cherries in 2022/23

An export campaign was developed to build awareness, and therefore increase purchase, of Australian cherries in Vietnam through the Grown in Good Nature brand.

Activities included instore displays, point-of-sale materials, staff training, customised packaging, e-commerce and social media posts via retailer channels.

The campaign achieved:

- Collaboration with five major retailers in Vietnam across more than 100 stores nationwide in order to boost the sales and increase the brand awareness for Australian cherries.
- Distribution of more than 2,200 customised gift boxes ahead of the Tet Festival as part of the retail program and e-commerce engagement activities.
- 11,100 kilograms of Australian cherries were sold during the promotional period across participating stores, with a mix of supermarkets and fruit stores to reach a wider and more diverse audience.



# Hort Innovation Chestnut Fund 2022/23



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 chestnut R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Chestnut Fund.

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

From the Chestnut Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$60,765**

invested in R&D

Here are some highlights from what was delivered during the year:



**Research into nut rot of chestnuts** through a new project that is collating all the available scientific literature on chestnut nut rot. The findings will underpin the development of a management plan to help the Australian chestnut industry to combat the disease. Find out more about the program at [hortinn.com/ch22001](http://hortinn.com/ch22001).



**\$29,500**

invested in marketing



**A new industry communication program** that continues to deliver the *Chestnut Industry News* publication, quarterly updates via the *Australian Nutgrower* magazine, industry events and the [www.chestnutsaustraliainc.com.au](http://www.chestnutsaustraliainc.com.au) website.



**\$117,402**

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



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



## A snapshot of the 2022/23 chestnut marketing campaign

Hort Innovation is responsible for investing the chestnut marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/2023...

The overall objective for the 2022/23 chestnut marketing program was to encourage more Australians to try and use chestnuts in their cooking and ensure they have a great experience while doing so.

### Insights that drove our thinking

- Chestnuts are a healthy option that are filling, low in fat and contain vitamin C, folate, potassium, antioxidants and dietary fibre.
- Chestnuts are easy to prepare once you know how and can be used in a range of recipes to make everyday meals special.
- Chestnuts must be stored in an airtight container in the fridge for optimal freshness.

### What the campaign looked like in market

**Social media:** The Chestnuts Australia Instagram now has a following of close to 3,000 chestnut lovers, an increase of more than 700 followers this year, reaching 82,000 accounts during May. The Facebook page is growing steadily with 507 followers.

**Recipe competition:** A competition was held for original recipes based on the use of fresh chestnuts. A total of 29 high-quality entries, including recipes and images and the winning Pear & Chestnut Tarte entry, are being developed into a single recipe leaflet.

**Influencer campaign:** 21 gourmet home cooks with a combined following of more than 700,000 were provided with an influencer pack focused on a chestnut bolognaise recipe. The pack encouraged food bloggers to cook with chestnuts (supplied) and share the message to keep chestnuts in the fridge. The campaign was a resounding



success, with a steady stream of high-quality influencer content created throughout the month of May.

**Newsletter:** Published four times per season and sent to 703 subscribers, the newsletter is filled with chestnut-inspired tips, recipes, videos and images. Originally for retailers, growers and providers, the list has been extended to consumers since 2022 with 310 subscribers signing up.

**Consumer events:** Two promotional consumer events showcased fresh and roasted chestnuts. These included the La Fiera Food & Wine Festival in Myrtleford and accredited Il Meracato Farmers Market Myrtleford, both in May 2023. The engagement allowed Chestnuts Australia to convey to consumers not only how to select and cook chestnuts, but how to store chestnuts, continuing with the message 'store your chestnuts in the fridge for optimum freshness', with content from the events leveraged across social media for increased consumer reach.



# Hort Innovation Citrus Fund 2022/23



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 citrus R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Citrus Fund.

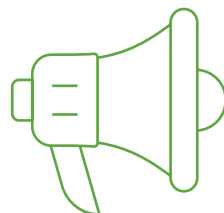
Visit [www.horticulture.com.au/citrus](http://www.horticulture.com.au/citrus) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Citrus Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



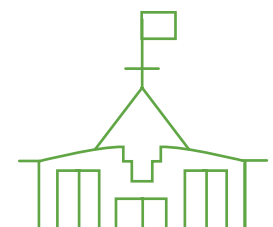
**\$3,667,248**

invested in R&D



**\$230,000**

invested in marketing



**\$2,880,911**

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



## Here are some highlights from what was delivered during the year:



**Strengthening the citrus industry's presence in global markets** through a market development, access and quality program – find out more at [hortinn.com/ct18002](https://hortinn.com/ct18002).



**Evaluating new citrus varieties and rootstocks** through two new programs ([hortinn.com/ct22001](https://hortinn.com/ct22001) and [hortinn.com/ct22000](https://hortinn.com/ct22000)) that aim to deliver superior and locally-adapted options for citrus growers.



**Collating evidence on the nutritional benefits of unsweetened citrus juice** with the aim to request a review of current classification under the Australian Dietary Guidelines – see [hortinn.com/ct21004](https://hortinn.com/ct21004).



**A new initiative to improve Australia's ability to respond to graft transmissible citrus diseases** – find out more at [hortinn.com/ct21005](https://hortinn.com/ct21005).



**Disease management programs** to manage diseases like black spot, black core rot and emperor brown spot – see [hortinn.com/ct20008](https://hortinn.com/ct20008) and [hortinn.com/ct20009](https://hortinn.com/ct20009).



**An industry communication program**, delivering the *Australian Citrus News* magazine, *Citrus eNews* emails, industry forums, and the industry website [www.citrusaustralia.com.au](https://www.citrusaustralia.com.au).



**Biosecurity preparedness work** to bolster capacity and technical capability in the citrus industry – see [www.horticulture.com.au/citrus](https://www.horticulture.com.au/citrus).



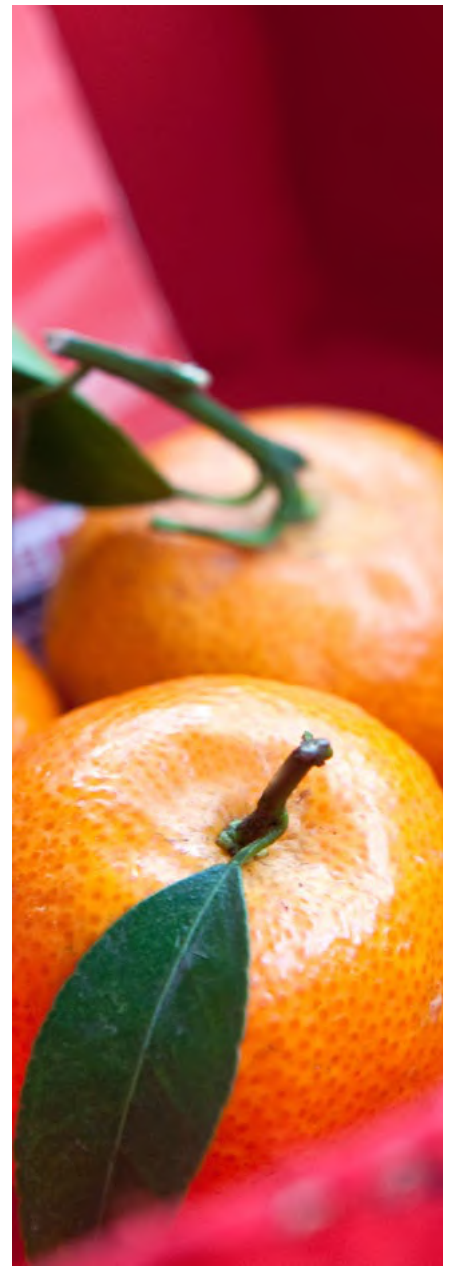
**Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/citrus](https://www.horticulture.com.au/citrus).



**The citrus Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.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](https://hortinn.com/as18000).



## A snapshot of the 2022/23 citrus marketing campaign

Hort Innovation is responsible for investing the citrus marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The marketing program for Australian citrus in the Philippines began in August 2022 with a roundtable event involving key trade stakeholders, followed by media coverage and a retail program later in September. The steady and consistent support to this market has been noticed by local trade partners and highly appreciated it as it helped them boost sales and educate consumers about Australian navel oranges.

### Insights that drove our thinking

Australia is a net exporter of fresh oranges; growth in volumes over the last three years has in an average of 187,247 tonnes per year. For the year ending June 2022, Australia exported 161,052 tonnes.

In addition to the distribution of point-of-sale materials, the delivery of sampling activities is crucial to the success of the campaign, provided local staff have been trained effectively ahead of time.

COVID-19 has propelled e-commerce into a new phase, especially in countries such as the Philippines where most customers now shop online. Food grocery is one of the segments which has grown revenue exponentially in recent times.

### What the campaign looked like in market

- Season launch event and roundtable.
- In-store displays and distribution of point-of-sales materials.
- Display competition.
- Samplings and push-selling sessions.
- Promotional discounts and raffle promotions.
- Online promotions and social media support.
- Media amplification.



### What did we achieve?

- Organisation of a roundtable and private gathering to introduce the citrus campaign to local trade partners, with the participation of Austrade and Citrus Australia. More than 30 people attended the event, involving both trade and media partners.
- Collaboration with key retailers in the Philippines such as The Marketplace, Shopwise, Robinsons, Landmark, Landers, Dizon Farms and S&R for the promotion of Australian navel oranges via an array of sales-driven activities including display, sampling sessions, promotional discounts, gift-with-purchase, advertising placements.
- As part of the media amplification strategy, customised gift boxes were sent to more than 60 industry media, bloggers and influencers to communicate about the arrival of navel oranges in the Philippines and educate local consumers on the health benefits. In addition, top retailers also posted on their own social media channels to raise awareness.





# Hort Innovation Custard Apple Fund 2022/23

**Hort  
Innovation** CUSTARD  
APPLE 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 custard apple R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Custard Apple Fund.

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

From the Custard Apple Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



A snapshot of 2022/23



**\$(15,695)\***

invested in R&D

\* Due to the termination of project ST17000, the Hort Innovation Custard Apple Fund received a credit, resulting in an overall increase of \$15,695 over the financial year.

## Here are some highlights from what was delivered during the year:



**Ongoing work to provide access to new, high-yielding varieties,** plus high-performing rootstocks – see recently completed project [hortinn.com/cu16002](http://hortinn.com/cu16002).



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



**\$8,000**

invested in marketing

Hort Innovation is responsible for investing the custard apple marketing levy into social media activities to drive awareness and consideration of the fruit.

In 2022/23, due to a small amount of marketing levy available to be invested, \$2,500 was provided directly to Custard Apples Australia to manage its social media accounts.

Activity from the year can be viewed on the Custard Apples Instagram page ([@custard.apples.australia](https://www.instagram.com/custard.apples.australia)) and [facebook.com/CustardApplesAustralia](https://www.facebook.com/CustardApplesAustralia).

Hort Innovation consumer research found that the top purchasing drivers for custard apples were that they are quick and easy to prepare, and have a sweet, refreshing taste. Key demand opportunities for custard apples include snacking and desserts.



**\$72,786**

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

# Hort Innovation Dried Grape Fund 2022/23



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 dried grape R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Dried Grape Fund.

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

From the Dried Grape Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$200,599**

invested in R&D



**\$1,495**

invested in marketing



**\$260,529**

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

## Here are some highlights from what was delivered during the year:



**A renewed industry communication program**, delivering *The Vine* magazine, Dried Fruits Australia e-newsletters, social media content and resources for the industry's website [www.driedfruitsaustralia.org.au](http://www.driedfruitsaustralia.org.au). See [hortinn.com/dg22000](http://hortinn.com/dg22000) for more.



**Investment in innovation and adoption** to assist dried grape producers access and share leading and emerging research and knowledge on production techniques to grow skills, improve productivity and keep quality high – read more at [hortinn.com/dg21000](http://hortinn.com/dg21000).



**Maintenance of existing dried grape scion and rootstock trials** with a focus on providing dried grape growers with access to superior varieties of dried grape – see [hortinn.com/dg19000](http://hortinn.com/dg19000).



**Presence at international tradeshows SIAL Shanghai Exhibition and Anuga European Exhibition** to promote Australian dried grapes to overseas markets.



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



# Hort Innovation Lychee Fund 2022/23

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 lychee R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Lychee Fund.

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

From the Lychee Fund page, access your industry’s *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



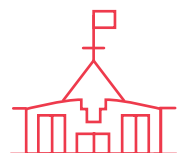
**\$87,866**

invested in R&D



**\$26,330**

invested in marketing



**\$222,492**

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

## Here are some highlights from what was delivered during the year:



**An extension toolkit** for growers for scale and mealybug management – see [hortinn.com/ly20001](http://hortinn.com/ly20001).



**An industry communications program**, delivering the *Living Lychee* journal, *Lychee aPeel* newsletter and industry website [www.australianlychee.com.au](http://www.australianlychee.com.au), and assisting growers to become export ready.



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



**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).



**The lychee Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

## A snapshot of the 2022/23 lychee marketing campaign

Hort Innovation is responsible for investing the lychee marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The 2022/23 marketing campaign was designed to raise awareness of lychees and drive demand at the start of the season. All activities were underpinned by a single strategic idea of making festive get-togethers a special celebration with Aussie lychees.

### Insights that drove our thinking

- As per Nielsen IQ Homescan data for the year ending June 2022, lychees dropped both in value (-15.6 per cent) and volume (-17.5 per cent) over the previous year.
- Ongoing brand tracking via Fiftyfive5 highlighted that increasing lychee awareness is essential. Brand salience tends to sit at around 0.1 per cent and whilst this data was captured out of season, efforts need to be made to bring in new consumers to drive penetration.
- The Kantar Domestic Growth Study 2022 found that the key barriers to purchase were price (too expensive), quality (questionable or poor) and that not enough people in the household may like them. The key strengths on the other hand were refreshing taste with lychees often seen as sweet, fresh and light.

### What the campaign looked like in market

#### Social media:

- Educational video content was designed to inform consumers about Aussie lychees (what they are, how to eat them, how to pick them, and ways to enjoy them). Three videos created around the themes 'Celebrate, Love and Enjoy' were put on paid social media channels.

- Paid always-on activity throughout the season was used to reinforce the 'celebrate with Aussie lychees these holidays' message. Content was designed to achieve reach with a breadth of ideas from recipes and inspiration, through paddock to plate posts to in-season and educational messages.

#### Top performing Instagram posts

**Most engaging:**  
Ten per cent engagement rate driven 467 likes, shares and comments.



**Highest reaching:**  
60,655 people.



#### Top performing Instagram posts

**Most engaging:** 1,093 engagements



**Highest reaching:** 47,732 people.



**Media relations:** The campaign was designed to promote Aussie lychees throughout summer and the holiday season. This included media pitching (using the updated recipes and lifestyle assets) to help secure coverage in top-tier media titles.

### What did we achieve?

#### Social media – Educational videos

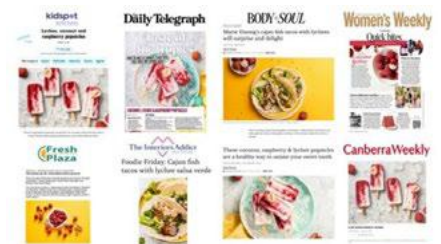
- ThruPlays: Target – 5,000  
Delivered – 9,699

#### Social media – Paid

- Post impressions: Target – 2,540,000  
Achieved – 2,281,011 (due to a significant increase in cost during the peak Christmas/summer season).
- Engagements: Target – 30,000  
Achieved – 36,370

#### Media relations:

- 16 pieces of coverage across traditional and social media outlets.
- 10,754,439 opportunities to see the content (versus target of one million).
- 100 per cent of coverage containing two key messages.
- Features in Better Homes and Gardens, Body + Soul, Kidspot, Women's Weekly, Smart Daily (News Corp) and more.





# Hort Innovation Macadamia Fund 2022/23



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 macadamia R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Macadamia Fund.

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

From the Macadamia Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$2,039,987**

invested in R&D



**\$2,260,109**

invested in marketing



**\$4,538,821**

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

## Here are some highlights from what was delivered during the year:



**A suite of investments to ensure the macadamia industry has access to data and insights** including crop forecasting ([hortinn.com/mc22001](http://hortinn.com/mc22001)), international trade statistics ([hortinn.com/mc22002](http://hortinn.com/mc22002)) and benchmarking program ([hortinn.com/mc22000](http://hortinn.com/mc22000)).



**Development of tools (such as traps and lures) to help macadamia growers manage fruit and banana spotting bugs** – find out more at [hortinn.com/mt21017](http://hortinn.com/mt21017).



**Programs to equip macadamia growers with best management practices** for disease management ([hortinn.com/mc21001](http://hortinn.com/mc21001)) and pest management ([hortinn.com/mc21000](http://hortinn.com/mc21000)).



**Evaluation of new and emerging macadamia varieties** to help growers make decisions about what varieties they will use in the future – see [hortinn.com/mc17006](http://hortinn.com/mc17006).



**Industry communication and extension programs**, delivering the *Australian Macadamia Society News Bulletin* magazine, industry e-newsletters, the industry website ([www.australianmacadamias.org](http://www.australianmacadamias.org)), events and more.



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



**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).



**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).



**The macadamia Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

## A snapshot of the 2022/23 macadamia marketing campaign

Hort Innovation is responsible for investing the macadamia marketing levy into a range of activities to drive awareness and consideration. These activities were managed by our partner team at the Australian Macadamia Society, in consultation with the Australian Macadamias Marketing Committee. Here is a quick look at what happened during the year...

The macadamias marketing program focused on three strategic priorities during the year:

- **Strong and unique Australian branding.** Australian Macadamias branding was refreshed to celebrate Australia as the natural home of macadamias. This is a sustainable competitive advantage and point of differentiation that no other macadamia producing origin can claim.
- **Driving innovation among the food and beverage manufacturing sector.** The program connected research and development and marketing professionals with innovation news, consumer research insights, promotion highlights and health updates, and created resources to increase consideration of macadamias in new product development.
- **Providing consumer inspiration.** Social media and public relations showcased the benefits of taste, health and versatility, as well as the ability of macadamias to elevate any food or occasion, and the story of Australia as their natural home.

The activity developed to support these priorities was executed in five key markets: Australia, Japan, South Korea, Taiwan and China. Trade-focused communication was executed across a variety of platforms in these markets, including the Australian Macadamias trade website, trade e-news, LinkedIn and WeChat. Consumer campaigns were executed across social and digital channels including Australian Macadamias consumer websites (localised sites in Australia, Japan and China), consumer e-news, Facebook, Instagram, Twitter, YouTube, Weibo, WeChat and RED.

### Insights that drove our thinking

- **The global production landscape is changing.** The global macadamia crop grew by 24 per cent in 2022, and while Australia and South Africa are still accounting for the majority of total production, other origins are increasingly making their mark. The demand-supply dynamics of the industry have shifted, making it more critical than ever to grow market penetration of Australian macadamias.
- **Ingredient style kernel is growing faster than snack style.** While the market for snack styles remains solid, the ingredient market is more challenging so it's important that marketing continues to reach food and beverage manufacturers with the potential to innovate with ingredient styles.
- **Macadamias are under-discovered by consumers globally.** While awareness and conversion to purchase are stronger in some markets than others, overall there is significant headroom to grow consumer understanding of the health, taste and versatility benefits of macadamias.
- **82 per cent of consumers believe that where their food comes from, particularly macadamias, is important.** Industry research shows that 90 per cent of Australian consumers and more than 50 per cent of consumers surveyed across Asia and the US rank Australia as one of their most appealing macadamia origins. Communicating the story of Australia as the natural home of macadamias, and the benefits of provenance, is increasingly important in the face of expanding production from other origins.





## What the campaign looked like in market

### Trade

#### Australian Macadamias trade website:

For several years the site has been available in English, Japanese, Korean and Simplified Chinese, and in 2022/23 Traditional Chinese was added as part of the launch of a dedicated trade campaign in Taiwan. This is the central trade news hub and 24 new stories were added during the 12 months to June 2023, with content covering a host of topics including product innovation, consumer research insights, promotion highlights, health news, crop forecasts, industry events and market reports. These stories ensure the ever-growing audience of food and beverage manufacturers receives a consistent feed of news and data that tells the multi-layered story of macadamias as a healthy, indulgent and sustainably-produced ingredient that meets the needs of today's consumers.

**Trade E-Newsletter:** Distributed monthly in English, Japanese, Korean and now Traditional Chinese, *The Macadamia Review* shares the latest trade news with a global audience of almost 3000 subscribers.

**LinkedIn:** Weekly organic content is supported by a paid campaign targeting decision makers in the global food and beverage industry. The Australian Macadamias LinkedIn audience grew 34 per cent in the 12 months to June 2023.

**WeChat:** This continues to be the primary channel for communicating news with the trade in China. This audience experienced impressive growth of more than 80 per cent in the 12 months to June 2023.

#### Macadamia Marketing Toolkit:

Developed specifically for use by the commercial sector, it contains more than 200 assets to support Australian macadamia industry sales and marketing teams with their own organisations' marketing programs. It is regularly updated and continues to be highly valued with 88 per cent of marketers having used it to date. A total of 15 new resources were added to the Toolkit during 2022/23, including research presentations and new videos in multiple languages.

**Industry publications:** Australian macadamia trade news stories are regularly shared with selected industry publications to further amplify key messaging.

### Consumer

Recipes, videos, grower stories, health facts, orchard and growing information were shared with a growing international social media audience.

**Facebook:** active in Australia, Japan, Taiwan and South Korea with a combined following of more than 202,500.

**Twitter:** active in Japan and Australia – with a combined following of more than 11,900.

**Instagram:** active in Japan, South Korea, Taiwan and Australia – with a combined following of more than 21,600.

**Weibo, WeChat and RED:** active in China – with a combined following of more than 119,000.

**YouTube:** active in Australia and Japan with more than 1,100 subscribers and more than 26,800 video views.

**Pinterest:** achieved 7,300 monthly views.

This content was created and shared in a variety of formats, including influencer marketing and PR campaigns, competitions, blog posts and EDMs.



## What did we achieve?

### Macro trends research

New research exploring emerging macro trends through the lens of global opinion leaders was conducted, with the findings informing key pieces of trade communication:

- White Paper:** The findings were compiled into a new **white paper** that explored eight emerging food trends and five associated innovation territories for manufacturers using macadamias. The white paper was shared across all trade communications channels.
- LinkedIn Live:** Australian Macadamias' first ever LinkedIn Live online event was called *Future-Proofed Food for Health-Forward Consumers*. The live event unpacked two key trends that emerged from the research – **multi-dimensional health** and **future-proofed foods**, opening up an insightful conversation that targeted food industry decision makers and manufacturers. The video was also made available as a **replay** and various edits were used as post-event LinkedIn content.

### Inspiring consumers with influencer collaborations

Partnerships with carefully selected influencers in multiple markets inspired macadamia fans with new usage ideas, while increasing awareness by sharing macadamia messaging with wider audiences beyond Australian Macadamias' own channels.

- In Australia** six local content creators were engaged to develop exclusive macadamia recipes for Australian Macadamias global use. The recipes were also shared across the creators' accounts with a combined total of nearly one million impressions.
- In South Korea** the program leveraged a popular trend in this fast-growing export market. Australian Macadamias worked with six Instatoon (blending Instagram with cartoons) creators to communicate the Australian origin story and versatility of macadamias, generating over 320,000 impressions. Korean food and lifestyle influencers shared recipes and tips with their followers each month, generating awareness beyond Australian Macadamias' existing fan base and achieving more than 190,000 impressions.

- In Taiwan**, a new Instagram account launched, with influencers engaged to educate their fans about macadamias and create recipes to inspire them to try macadamias, resulting in close to 340,000 impressions.

### Australia Nut Forum

The first-ever Australia Nut Forum took place in Japan and South Korea in April 2023. Co-hosted by Australian Macadamias, the event welcomed guests from a variety of South Korean and Japanese trading organisations, introducing them to the Australian nut industry, its production status, the latest information and examples of how macadamias can be used as an ingredient in manufactured food and beverage products. The forum was held in three locations – Seoul, Tokyo and Osaka – and also enabled guests to sample chef-prepared macadamia delicacies. The Australian macadamia industry engaged in face-to-face dialogue with decision makers from the food industry in these two important markets. E-recipe books featuring the macadamia dishes served were created and shared with attendees. Acknowledgment goes to the ATMAC program for contributing to producing these events.





# Hort Innovation Mango Fund 2022/23



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 mango R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Mango Fund.

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

From the Mango Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$806,205**

invested in R&D



**\$562,936**

invested in marketing



**\$1,368,453**

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

## Here are some highlights from what was delivered during the year:



**New research investigating the control of fruit drop in mangoes** to enable more targeted application of plant growth regulators for fruit retention – find out more at [hortinn.com/mg21004](http://hortinn.com/mg21004).



**Development of knowledge and tools** to optimise harvest window timing in response to future climates, through improved understanding of temperature related processes. See [hortinn.com/mg22000](http://hortinn.com/mg22000).



**Continued industry communication and extension programs**, delivering a range of communication channels (see [hortinn.com/mg21002](http://hortinn.com/mg21002)) and industry development activities (see [hortinn.com/mg21001](http://hortinn.com/mg21001)) to support growers improve management and profitability. See [www.industry.mangoes.net.au](http://www.industry.mangoes.net.au) for more.



**A five-year export strategy** prioritising markets and opportunities for development across five key export markets (see [hortinn.com/mg21000](http://hortinn.com/mg21000)).



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



**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).



**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).



**A review and update of the mango biosecurity plan** – see [hortinn.com/mt17003](http://hortinn.com/mt17003).



**The mango Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

## A snapshot of the 2022/23 mango marketing campaign

Hort Innovation is responsible for investing the mango marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The mango marketing plan aims to make positive increases in household penetration season to season.

As the joyful, iconic taste of summer, mangoes are celebrated as the first tray arrives at the markets each year. This anticipated event is amplified with public relations activity and a press release announcing the season's launch. The season launch is shortly followed by a brand campaign encouraging consumers to 'Taste the Sunshine', which includes digital, social and shopper marketing activities.

To overcome the barrier to purchase of 'messiness', the 'slice, dice, devour' messaging is embedded in the campaign showing consumers how to 'hedgehog' a mango.

### Insights that drove our thinking

- The top barriers to eating mangoes are that they are expensive and messy** – The top barriers to eating mangoes are they are too expensive (45 per cent for mango versus 35 per cent for average fruit) and too messy to eat (23 per cent for mango versus nine per cent for average fruit).
- 50 per cent of mango buyers are light buyers** – Light buyers are 50 per cent of mango buyers, and they consume 13 per cent of the volume.
- Cubery research of creative shows the advertising is highly effective** – Cubery research of the 'Taste the sunshine' creative shows the advertising is highly effective. Online video rating scored 70 (+12 per cent versus norm) and out-of-home advertising scored 71 (+15 per cent versus norm).

### What the campaign looked like in market

#### Pillar 1 – Celebrate the iconic joy that is mangoes

- 'Taste the sunshine' campaign.
- Season launch public relations.

#### Pillar 2 – Be unmissable in retail over the mango season

- Supply Chain Engagement Manager.
- Retail online presence.

#### Pillar 3 – Share the joy of Aussie mangoes beyond our shores

- NZ 'Taste the sunshine' campaign.
- USA in-store activation.



### Season announcement

- Announced that Australian mangoes were back, aligning to the Brisbane Markets Mango Auction. Media outreach created 104.6 million opportunities to see the mango key messages, with 100 per cent positive sentiment.
- Highlights include national television coverage with Channel 7 Sunrise, as well as the Daily Mail and news.com.au among other titles.

### Retail online media

Running from October to January for both Coles and Woolworths online shopping portals, the retail online media plan delivered some pleasing results:

- 47 per cent new to product customers for Woolworths (light buyers who had not purchased in the prior 12 months).
- 48.55 per cent engagement versus a 25 per cent benchmark for Coles online.

### What did we achieve?

#### 'Taste the sunshine' campaign

- The consumer goal for mangoes was to increase the number of households purchasing, this season versus last. Australian household penetration rose from 57 per cent to 60 per cent, resulting in more households purchasing.

Source: NielsenIQ Homescan for the 52 weeks ending 26/03/2023.

#### Brand tracking results

- Research conducted by research agency Fiftyfive5 found the Australian Mangoes advertising provides a persuasive reminder and emotive connection, with over 59 per cent of viewers more likely to buy mangoes after viewing the advertising.



# Hort Innovation Melon Fund 2022/23

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 melon R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Melon Fund.

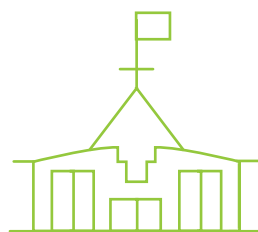
Visit [www.horticulture.com.au/melon](http://www.horticulture.com.au/melon) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Melon Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$1,428,041**

invested in R&D



**\$678,065**

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

## Here are some highlights from what was delivered during the year:



**Delivery of evidence-based information about the health benefits of melons** to health professionals across the country – see [hortinn.com/vm20003](https://hortinn.com/vm20003).



**Involvement in a multi-industry effort** to develop and deliver targeted R&D for serpentine leafminer, in response to incursions detected in 2020 – see [hortinn.com/mt20005](https://hortinn.com/mt20005).



**Building a strong food safety culture** within the melon industry by providing a food safety testing and environmental monitoring program – read more at [hortinn.com/vm20005](https://hortinn.com/vm20005).



**A new investment to develop minimum quality standards** to improve consumer acceptance of melons and ultimately drive demand for the product – see [hortinn.com/vm21001](https://hortinn.com/vm21001).



**A suite of training opportunities available** through a new Melon Training and Leadership program that will develop skills within the industry – find out more at [hortinn.com/vm22003](https://hortinn.com/vm22003).



**A new Soil Wealth and Integrated Crop Protection program** to assist vegetable, potato and melon growers to improve the management of their soil and crop health and drive their productivity, sustainability and profitability on-farm – find out more at [hortinn.com/mt22004](https://hortinn.com/mt22004). Access all the resources from the program at [www.soilwealth.com.au](https://www.soilwealth.com.au).



**Research into the benefits of on-farm biosecurity practices** so that recommendations can be made on how to incentivise vegetable and melon growers to adopt appropriate biosecurity measures – keep up to date at [hortinn.com/mt22008](https://hortinn.com/mt22008).



**Investigation into developing a national surveillance and diagnostic framework for soilborne pathogens** of vegetables, melon, onion, potato and sweetpotato is underway – see [hortinn.com/mt21016](https://hortinn.com/mt21016).



**Improving the melon industry's capability to reduce the impacts of soilborne fungal diseases** through a research program to improve knowledge and develop better management practices – see [hortinn.com/vm22001](https://hortinn.com/vm22001).



**Collaboration between the melon, onion and vegetable industries on an export program** to build export capability and capacity – see [hortinn.com/mt21009](https://hortinn.com/mt21009).



**An industry communication program**, delivering the biannual Melon News magazine, an updated industry website ([www.melonsaustralia.org.au](https://www.melonsaustralia.org.au)), social media engagement and much more.



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



**A continuing roadshow and conference program** to engage melon growers and other supply chain stakeholders across different melon growing regions – find out more at [hortinn.com/vm21000](https://hortinn.com/vm21000).



**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](https://hortinn.com/mt21008).





# Hort Innovation Mushroom Fund 2022/23



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 mushroom R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Mushroom Fund.

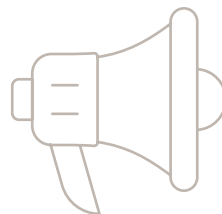
Visit [www.horticulture.com.au/mushroom](http://www.horticulture.com.au/mushroom) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Mushroom Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$2,290,253**

invested in R&D



**\$2,944,915**

invested in marketing



**\$4,610,754**

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

## Here are some highlights from what was delivered during the year:

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**Research into developing** a model for a spent mushroom substrate circular economy – see [hortinn.com/mu21006](https://hortinn.com/mu21006).
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**Investigations into the current situation regarding peat availability** and existing research into finding suitable alternatives for mushroom growing – see [hortinn.com/mu22009](https://hortinn.com/mu22009).
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**Investment into pest and disease management** for the mushroom industry involving extensive engagement with growers and provision of farm-focused activities – see [hortinn.com/mu21007](https://hortinn.com/mu21007).
- 

**Improvement of the industry’s knowledge** of the potential of non-synthetic alternatives to complement pest and disease management practices – see [hortinn.com/mu22000](https://hortinn.com/mu22000).
- 

**Collation of the scientific evidence** to support mushrooms being classified as a separate group within the Australian Dietary Guidelines. Read more at [hortinn.com/mu22001](https://hortinn.com/mu22001).
- 

**Developing two teaching resources focused on mushrooms** to encourage secondary school students to have a greater understanding of and interest in the mushroom industry – see [hortinn.com/mu22002](https://hortinn.com/mu22002).
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**Creation of an online hub** that will house resources about mushroom health and nutrition for healthcare professionals – see [hortinn.com/mu22006](https://hortinn.com/mu22006).
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**A best practice guide for growers** on supply chain management is underway to assist industry in improving the handling and storage of mushrooms – see [hortinn.com/mu22011](https://hortinn.com/mu22011).
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**Funding to support a range of inbound and outbound study tours** to increase knowledge of global innovations and develop strong networks with international peers and researchers – read more at [hortinn.com/mu22010](https://hortinn.com/mu22010).
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**Confirmation of the health claims** mushrooms can make about vitamin D so that mushrooms can be credibly and legally promoted as a source to consumers – see [hortinn.com/mu22004](https://hortinn.com/mu22004).
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**Development of a tool is underway** to help mushroom growers compare their environmental performance against industry benchmarks – see [hortinn.com/mu22005](https://hortinn.com/mu22005) for more.
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**An industry communications program MushroomLink** to deliver the quarterly industry magazine, monthly e-newsletter, AGORA website and much more – visit [www.mushroomlink.com.au](https://www.mushroomlink.com.au).
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**The mushroom Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).
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**Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/mushroom](https://www.horticulture.com.au/mushroom).
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**Continued investment into Marsh Lawson Mushroom Research Centre of excellence investment** – read more at [hortinn.com/mu21004](https://hortinn.com/mu21004).





## A snapshot of the 2022/23 mushroom marketing campaign

Hort Innovation is responsible for investing the mushroom marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The vision of this year's mushroom marketing campaign was to inspire people to consume more mushrooms daily, by adding 'Mighty Mushies' to everyday meals. To do this, the campaign focused on three strategic priorities:

- Build top of mind awareness of mushrooms with consumers before they go shopping and while they are in store.
- Create tasty and healthy 'Mighty Mushie' moments.
- Explode the foodservice opportunity.

### Insights that drove our thinking

- Plant-based diets and red meat reduction trends are mainstream: Red meat consumption is at its lowest point in 25 years, and 2.5 million Australians are eating all or almost all vegetarian.
- Mushrooms play a key role as a flavour enhancer: Key functional needs for mushrooms versus other vegetables are that they enhance flavour (40 per cent versus 26 per cent), they add to texture (33 per cent versus 22 per cent), they take on other flavours well (20 per cent versus 12 per cent), and they have a strong intense flavour (12 per cent versus 8 per cent).
- Infrequent users lack confidence in how to cook mushrooms: Capsicum and onion are strong substitutes for mushrooms.

### What the campaign looked like in market

- Radio and YouTube ads to build top-of-mind awareness of mushrooms. A sponsorship with network talent Carrie and Tommy aired across metro markets. The sponsorship included giveaways, 'Mighty Mushie' Monday segments, social posts as well as inclusion in their best buys retail segment.



- Outdoor advertising panels to build awareness of mushrooms by being in close proximity to grocery stores or within shopping centres. Placements featured across both metro and regional markets.
- Social media to build awareness and drive cost efficient reach. Inspirational recipes and educational content were shared focusing on the taste credentials of Australian mushrooms, with supporting health messaging. The campaign partnered with recipe creators to create both static recipes, as well as recipe videos, leaning into food trends across social media.
- Shopper communications to drive purchase of mushrooms both instore and online. Placements were across Coles and Woolworths both online and digital channels.
- A partnership with Good Chef Bad Chef and Everyday Gourmet across catchup network TenPlay. The program had 65 episodes over 13 weeks, with mushroom-specific content featured in 13 episodes across April to June 2023. The overall reach for this program was over 3.6 million people nationally.

- A public relations campaign across NSW, VIC and QLD. To reflect the changing attitudes towards flexitarian diets, the campaign did a modernised twist on the iconic RSL Meat Tray by launching the world's first ever Mushie Meat Tray. The meat tray was launched at an established RSL in NSW with NRL star Beau Ryan, with attendees enjoying a spin on RSL classics such as a mushroom parmi. Following its success, the Mushie Meat Tray was also launched in Queensland and Victoria.
- A sampling program ran in retail stores to expand consumer recipe repertoire for Australian mushrooms, by educating consumers on how to use mushrooms across more meal occasions.

### What did we achieve?

- 'Mighty Mushie Meat Tray' was a highly successful national public relations campaign, delivering more than 69.5 million opportunities for Aussies to see and hear the mushroom messaging. The campaign secured coverage across top-tier media outlets such as Sunrise, 9 News, 2GB Sydney, and Herald Sun.
- Brand tracking results show the campaign's intended message is getting across – 26 per cent say mushrooms are an alternative to meat – and message comprehension is strong (72 per cent say the campaign is easy to understand) and credible (64 per cent say the campaign messaging is believable).
- The mushrooms sampling program delivered more than 48,000 samples, with an estimated 71,745 shoppers having the opportunity to taste the 'Mighty Mushie'. During the sampling period, 12,014 pre-packed mushroom products were sold, in addition to 5,624kg of loose mushrooms.

# Hort Innovation Nashi Fund 2022/23



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 historical nashi R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Nashi Fund.

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

From the Nashi Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$48,934**

invested in R&D

## Here are some highlights from what was delivered during the year:

In 2022/23, the Hort Innovation Nashi Fund invested in a project to conduct a desktop review of alternative packaging solutions that are currently available and suitable to support the Australian Nashi industry.

The 2025 National Packaging Targets are supported by industry and the Government to improve sustainability in packaging. The national targets include a requirement to achieve 100 per cent reusable, recyclable or compostable packaging and phasing out of problematic or non-compliant materials. The major retailers in Australia support the targets and are leading work to achieve their commitments.

Nashi packaging for Australian-grown produce is currently non-compliant, which creates a risk to the industry. This work aims to conduct a desktop review of alternative packaging solutions that are currently available and suitable to support the Australian nashi industry. The report will include a top-line financial cost-benefit analysis of the top two recommendations to increase the likelihood of successful adoption.

The results from the review are expected in November 2023.



# Hort Innovation Nursery Fund 2022/23



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 nursery R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Nursery Fund.

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

From the Nursery Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$2,797,904**

invested in R&D



**\$887,626**

invested in marketing



**\$2,936,110**

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

## Here are some highlights from what was delivered during the year:



**Development of a tool for nursery growers to compare their environmental performance against industry benchmarks** to allow individuals and the industry as a whole to understand the environmental impact of their supply chain and improve their performance over time. Find out more at [hortinn.com/ny22001](http://hortinn.com/ny22001).



**Comparison of current and alternative irrigation water disinfestation methods** to provide the nursery industry with guidelines on their use – read more at [hortinn.com/ny21002](http://hortinn.com/ny21002).



**A host of biosecurity-related programs** to help prepare and protect the nursery industry from possible pest and disease threats (see [www.horticulture.com.au/nursery](http://www.horticulture.com.au/nursery)).



**A renewed industry communications program**, delivering e-newsletters, podcasts, case studies, nursery papers and more – find out more at [hortinn.com/ny22000](http://hortinn.com/ny22000).



**The nursery industry data tool**, which allows growers to benchmark core aspects of their business and can be requested by emailing [communications@horticulture.com.au](mailto:communications@horticulture.com.au).

## A snapshot of the 2022/23 nursery marketing campaign

Hort Innovation is responsible for investing the nursery marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The nursery marketing program Greener Spaces Better Places communicates to three priority audiences:

- Government:** To inspire, enable and connect with key government personnel to enhance urban greening outcomes.
- Consumer:** To increase the number of people purchasing plants and products by inspiring and educating Australians to green their places.
- Industry:** To work together with industry to share insights on the importance of urban greening, and inspire retailers with tips and tools.

### Insights that drove our thinking

- 71 per cent of Australians** show at least some interest in plants, so there is a large audience the marketing campaign can leverage and pursue. The School of Thumb is a campaign that can appeal to a wide range of Australians – not only those who already have a keen gardening interest – and increase confidence which will in turn increase their motivation to get gardening.
- People overwhelmingly like trees and plants**, but for different reasons (aesthetics, health, nature). Greener Spaces Better Places can position itself as a credible source of urban greening information to encourage interest in plants and therefore drive sales.
- The government audience is approximately 200 urban greening professionals**, with an estimated opportunity of \$200million+ per year. This is a very cost-effective audience to reach. By engaging in dedicated and bespoke stakeholder engagement with these key players from the government audience, there is a significant opportunity to increase the prioritisation of urban greening and drive more plant sales.

### What the campaign looked like in market

#### School of Thumb

- Six new episodes filmed and produced.
- Nine episodes launched on Greener Spaces Better Places channels.

#### Ask Me Anything

- Five Ask Me Anythings launched on Instagram.
- Five industry experts featured from across Australia.

#### Social channels

- School of Thumb, Ask Me Anything campaigns launched on Instagram across the year.
- Organic and paid advertising social strategy developed and delivered for each month.

#### Government

- Six Living Network e-newsletters sent.
- Communications plan for Living Melbourne delivered to communicate urban greening.
- National Urban Greening Infrastructure Framework Handbook* launched.

#### Industry

- Website launched to bring School of Thumb to nurseries via direct e-newsletters.
- Six Hort Journal submissions developed.
- Greener Spaces Better Places Ben Peacock presented at four key industry events.

### What did we achieve?

#### School of Thumb engagement

- One million+ views of the first episode (Herbs in the Burbs), and high engagement across all other episodes.
- School of Thumb paid media on YouTube has reached five million people, creating four million episode views.

#### Ask Me Anything campaign

- 400,000+ plant buyers reached.
- 71,000 content views.
- 20,000 questions, likes and shares.

#### Social media results

- 71,400 followers on the Instagram channel.
- 85 per cent increase in followers year-on-year.
- 99.2 per cent reach of potential audience.
- 13 million Australians reached.
- 11,371,088 video views.
- Number one Nursery & Garden community in Australia.



School of Thumb panel.



# Hort Innovation Olive Fund 2022/23



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 olive R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Olive Fund.

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

From the Olive Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$420,602**

invested in R&D



**\$309,110**

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

## Here are some highlights from what was delivered during the year:



**Educational resources containing evidence-based health information on olives were delivered via the Olive Wellness Institute ([olivewellnessinstitute.org](http://olivewellnessinstitute.org))** into the hands of health professionals – and the olive industry. See [hortinn.com/ol19001](http://hortinn.com/ol19001) for more.



**A renewed industry communications and extension program**, delivering *Grove Innovation* newsletters, editions of *R&D Insights*, best practice workshops and more – see [hortinn.com/ol22000](http://hortinn.com/ol22000).



**A range of pest and biosecurity investments** to ensure the olive industry is equipped to manage present and future threats – see [www.horticulture.com.au/olive](http://www.horticulture.com.au/olive).



**Access to consumer insights through multi-industry investments** not directly funded by the olive levy to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/olive](http://www.horticulture.com.au/olive).

# Hort Innovation Onion Fund 2022/23

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 onion R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Onion Fund.

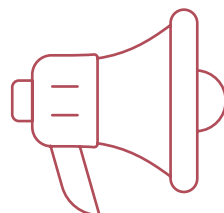
Visit [www.horticulture.com.au/onion](http://www.horticulture.com.au/onion) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Onion Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



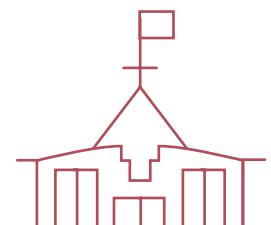
**\$1,290,678**

invested in R&D



**\$141,275**

invested in marketing



**\$1,000,666**

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

## Here are some highlights from what was delivered during the year:



**Onion growers are being equipped with the resources needed to adopt best management practices** through the inclusion of the onion industry in the VegNET program – a nationally-coordinated, regionally-delivered extension program – see [hortinn.com/vn21000](https://hortinn.com/vn21000) for more.



**Development of more effective integrated pest and disease management strategies** for diseases such as onion white rot (see [hortinn.com/vn20007](https://hortinn.com/vn20007)) and fusarium basal rot (see [hortinn.com/vn20006](https://hortinn.com/vn20006)).



**New research into how to increase the use of onions in the foodservice sector** involving engaging with key suppliers and users of onions – read more at [hortinn.com/vn22001](https://hortinn.com/vn22001).



**Support for future leaders in the onion industry** through investment in a People Development Strategy ([hortinn.com/mt22002](https://hortinn.com/mt22002)) and a 2024 Nuffield Australia Scholarship ([hortinn.com/mt22003](https://hortinn.com/mt22003)).



**Involvement in a multi-industry effort** to develop and deliver targeted R&D for serpentine leafminer, in response to incursions detected in 2020 – see [hortinn.com/mt20005](https://hortinn.com/mt20005).



**Investigation into developing a national surveillance and diagnostic framework for soilborne pathogens** of vegetables, melon, onion, potato and sweetpotato is underway – see [hortinn.com/mt21016](https://hortinn.com/mt21016).



**Collaboration between the melon, onion and vegetable industries on an export program** to build export capability and capacity – see [hortinn.com/mt21009](https://hortinn.com/mt21009).



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



**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](https://hortinn.com/mt21008).



**Delivery of evidence-based information about the health benefits of onions** to health and foodservice professionals in Australia – see [hortinn.com/vn20002](https://hortinn.com/vn20002).



**The onion Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au).





## A snapshot of the 2022/23 onion marketing campaign

Hort Innovation is responsible for investing the onion marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The onion marketing plan was designed to inspire people to create dishes that stimulate the senses and taste buds, and showcase onions' unique benefits – taste, health, affordability and versatility.

The consumer goal was to shift consumers' usage of Australian onions from being a base ingredient in dishes, to more of a feature ingredient, and in doing so driving category volume growth.

The campaign had three strategic pillars underpinning all activities:

- Brand love: build brand love through Masterbrand comms.
- Health credentials: build health credentials and education.
- Inspiration: inspire onion usage across all meal occasions.

### Insights that drove our thinking

- Simply providing tips is not enough to increase demand, as families have perceptions and ingrained habits around onions:
  - The role for onions is for **building flavour** in cooking.
  - Consumers know that starting with an onion is the **key to 'proper cooking'** and they want to do that as much as possible.
  - Onions are considered **irreplaceable** in cooking.
  - Many have hacks** to overcome barriers to usage (i.e., crying when they cut them, hiding them from fussy kids).
- Enticing consumers to re-evaluate onions is key. Light users stick to a comfort zone and use onions as a flavour base. Many are surprised when they are challenged to think about onions in applications beyond a sauté. Unlocking onion usage is therefore linked to inspiring and enticing consumers to drive demand.

What is unique to onions and provides a point of difference versus other vegetables is the romance of the cooking process. The sound and smell of cooking onions is highly enjoyable, and a signal of the start of a positive meal association, for both the cook and the family. The smell also has strong emotive links to their own childhood experiences.

### What the campaign looked like in market

The 2022/23 onion marketing campaign positioned onions as a pantry must-have and tapped into the emotional connection consumers have with onions. The campaign 'There's More to Onions' targeted main grocery buyers 25-54 years old to inspire and educate consumers to use onions as a feature ingredient, by driving purchase frequency via key media channels:

- Digital advertising** – developed two six-second films to support digital advertising placements across YouTube and social media.
- Paid media partnership via Mum Central** – reached out to families via Mum Central, a leading online media hub for parents, during September and October 2022, with a range of recipes and accompanying images.
- Earned media** – generated awareness of Australian onions by tapping into the news agenda and achieving earned media, including engaging social media influencers to drive mentions.
- Social media** – an always on content strategy showcased recipes and inspirational content, driving engagement across Facebook and Instagram and turning fans into advocates.
- Influencer activity** – engaged Sneh Roy of **Cook Republic** (155,000 followers) and chef **Tom Walton** (215,000 followers) in 2022,

and **@noashealthyats** (254,000 followers) to create a suite of new recipes showcasing delicious ways to use Aussie onions. Influencer activity was amplified through media outreach to key food and lifestyle publications and shared on owned social channels (influencer and Aussie Onions). Through using the micro-influencer posting platform Vamp, the campaign recruited 16 influencers to create bespoke recipe content to showcase Australian onions.

- Website** – maintenance of the Australian Onions website as a hub of onion recipe inspiration and product information.

### What did we achieve?

- Earned media opportunities delivered 27 million+ opportunities to hear or see messages inspiring Australians to buy and to eat more onions.**
- Social media and influencer engagement delivered more than 11 million opportunities to hear or see messages inspiring Australians to eat more onions.**
- Media partnership with Mum Central reached 950,000+ mums and generated 9300 clicks to the Australian Onions website.**



# Hort Innovation Papaya Fund 2022/23



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 papaya R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Papaya Fund.

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

From the Papaya Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$173,976**

invested in R&D



**\$115,488**

invested in marketing



**\$375,819**

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

## Here are some highlights from what was delivered during the year:



**Collection of production figures for papaya** to support growers to make more informed decisions about harvesting and target markets – read more at [hortinn.com/pp20003](http://hortinn.com/pp20003).



**A communications and extension program** to support papaya growers in improving production and profitability and keeping up to date with the latest industry news – see [hortinn.com/pp20000](http://hortinn.com/pp20000).



**Continued work into developing premium papaya varieties** through the breeding and evaluation program ([hortinn.com/pp18000](http://hortinn.com/pp18000)) and a Hort Frontiers investment determining the genetics of sensory attributes – flavour, quality, colour ([hortinn.com/as19003](http://hortinn.com/as19003)).



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



**The papaya Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

## A snapshot of the 2022/23 papaya marketing campaign

Hort Innovation is responsible for investing the papaya marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The objective of the papaya marketing program was to motivate consumers to try papaya by educating them on how to eat, prepare and choose the fruit. This was done using:

- Paid social media across Facebook and Instagram in two bursts: August to October 2022 and December 2022 to June 2023.
- Media relations which included media pitching to support the autumn flush, along with hampers to media and influencers.
- An influencer campaign with Vamp (an influencer marketing platform).
- Website refresh, maintenance and hosting – see [australianpapaya.com.au](http://australianpapaya.com.au).

### Insights that drove our thinking

- Increasing consumer awareness of papaya is essential, with brand awareness low at 0.6 per cent and household penetration at 12.6 per cent. (Source Fiftyfive5 Tracking and Nielsen Homescan)
- Once consumers are in, 12 per cent love to eat papaya, 56 per cent are satisfied and 35 per cent believe they are worth what you pay (Source Fiftyfive5 Tracking).
- Insights from the Kantar Domestic Growth Study 2022 indicate the top drivers for purchasing papayas are they are fresh, light and easy to prepare. Top barriers to purchase are that they are too expensive and not enough people in my household like them.
- The study also showed key opportunities include snacks, dessert, breakfast as meal occasions.

### What the campaign looked like in market

#### Media relations

- Media pitching for the autumn flush.
- Hampers to media and influencers with a tray of Aussie papaya and ingredients to make frozen papaya spears or papaya with chilli salt and lime.

#### Influencer campaign

- Dietician and nutritionist Rebecca Gawthorne of Nourish Naturally created short social media videos on how to educate, prepare and choose papaya.
- An influencer campaign on micro-influencer platform Vamp recruited six influencers to create and share recipe and educational content on social media.

#### Social media campaign

An always on approach to social media was taken to drive awareness and engagement.

### What did we achieve?

#### Social media

##### Campaign results – August to October 2022

- Target – 590,000 impressions, 10,250 engagements driven by likes, shares, comments.
- Achieved – 657,037 content views, 26,896 engagements driven by likes, shares, comments.

### Media relations

##### Campaign results – December 2022 to June 2023

- Target – 3,000,000 opportunities to see.
- Achieved – 10,700,185 opportunities to see.
- 35 pieces of coverage across traditional and social media outlets.
- 100% coverage containing two messages.
- Features included News Corp, Woman's Day, Better Homes and Gardens – digital, Women's Weekly and IGA Magazine.

#### Paid influencer campaign with Vamp

- Achieved reach of 60,066, and 53,320 video plays. The campaign had an average engagement rate of 3.25 per cent and performed very well versus the industry benchmark for food and beverage brands of 0.63 per cent.

#### Paid influencer campaign with Rebecca Gawthorne

- No targets were set given it was the first-time using Rebecca Gawthorne. Achieved video plays of 81,167.

#### Paid social media

- Target – 3,335,000 impressions, 95,000 engagements.
- Achieved – 3,312,523 impressions, 81,861 engagements.





# Hort Innovation Passionfruit Fund 2022/23



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 passionfruit R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Passionfruit Fund.

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

From the Passionfruit Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



## A snapshot of 2022/23



**\$69,000**

invested in R&D

### Here are some highlights from what was delivered during the year:



**A new program to develop and evaluate scion varieties** to ensure the sustainability of the passionfruit industry – find out more at [hortinn.com/pf22000](http://hortinn.com/pf22000).



**\$97,915**

invested in marketing



**A biosecurity plan for the lychee, papaya and passionfruit industries** that will be a top-level document that identifies high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, and surveillance and diagnostic activities – see [hortinn.com/mt18006](http://hortinn.com/mt18006).



**\$227,825**

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



**A new industry communications program** that is responsible for keeping Aussie passionfruit growers informed about the latest R&D and marketing information through field days, workshops, the annual *Passion Vine* magazine and bi-monthly *Passiflora* e-newsletter. Find out more at [hortinn.com/pf22001](http://hortinn.com/pf22001).



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



**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).

## A snapshot of the 2022/23 passionfruit marketing campaign

Hort Innovation is responsible for investing the passionfruit marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The passionfruit marketing program was designed to drive consumer awareness and trial of the fruit. The key goal was to motivate main grocery buyers to try passionfruit by positioning it as a great addition to indulgent desserts.

The tagline 'Add a splash of passionfruit to your desserts' was used throughout the campaign, with a focus on dialling up Aussie passionfruit.

### Insights that drove our thinking

- Based on the Kantar Domestic Growth Study 2022, a key opportunity for passionfruit is desserts. It was the number one meal occasion identified. Indulgent and tasty were the key emotive associations.
- This study also showed that the top drivers for consumption included refreshing taste, sweet, quick and easy to prepare.
- Based on the Fiftyfive5 tracking, increasing consumer awareness of passionfruit is essential as brand awareness is low at 0.6 per cent and household penetration at 13.9 per cent.
- The tracking also highlighted that once consumers were on board, 31 per cent loved to eat passionfruit, 53 per cent were satisfied and 26 per cent believed it is worth what you pay.

### What the campaign looked like in market

**Social media:** The campaign showcased ways consumers could 'add a splash of passionfruit to their desserts'. Taking insights from the consumer research, the campaign showed a combination of indulgent desserts that were quick and easy to prepare.

**Media relations:** The campaign promoted the winter flush of fruit, which included media pitching, along with a high tea event attended by media

and influencers. The event was hosted by celebrity dessert chef and head of pastry at the Langham (Sydney) Anna Polyviou. Anna demonstrated how to cook with passionfruit and shared her favourite tips and tricks for using the fruit in her baking. This event was attended by 19 top tier media and 13 influencers and achieved 1,436,740 opportunities to see across social media. Each guest received a hamper of scones, a press kit and fresh passionfruit, along with Anna's creations – passionfruit jam, passionfruit butter and passionfruit curd. The campaign also worked with Ella Rossanis, the 2022 winner of The Great Australian Bake off, and Anna to secure TV coverage with Weekend Today (Channel 9) and Studio 10 (Network Ten).

**Influencer:** Chef and TV personality **Anna Polyviou** (138,000 followers on Instagram) was also engaged to create two social posts demonstrating her simple scone and passionfruit curd and jam recipes.



### What did we achieve?

#### Social media

##### August to October 2022 campaign

- Post impressions: Target – 890,000  
Achieved – 1,038,135
- Engagements: Target – 30,500  
Achieved – 42,623

##### December 2022 – June 23 campaign

- Post impressions: Target – 1,665,000  
Achieved – 61,500
- Engagements: Target – 61,500  
Achieved – 65,859, with video 83,974

#### Media relations/Influencer

The campaign achieved 13,847,130 opportunities to see the passionfruit-inspired content. The target set was 3,000,000 so this was a tremendous result.

Major highlights of this year's campaign included two TV segments, on Channel 9's Weekend Today and Channel 10's Studio 10.

- Anna's socials reached a total of 43,884 people and achieved an average engagement rate of 6.5 per cent.
- The event was attended by 19 top tier media and influencers and achieved 1,436,740 opportunities to see across social media.

# Hort Innovation Persimmon Fund 2022/23



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 persimmon R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Persimmon Fund.

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

From the Persimmon Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$33,853**

invested in R&D



**\$23,195**

invested in marketing



**\$168,687**

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

## Here are some highlights from what was delivered during the year:



**An industry extension and communication program**, delivering the *Persimmon Press* e-newsletter, the grower section of the Persimmons Australia website ([www.persimmonsaustralia.com.au/login](http://www.persimmonsaustralia.com.au/login)), events and webinars.



**Ongoing work to deliver new varieties and rootstocks** to Australian persimmon growers – see [hortinn.com/pr17000](http://hortinn.com/pr17000).



**Investigations into the cause of dieback in persimmon trees** to inform management strategies for growers – read more at [hortinn.com/pr21000](http://hortinn.com/pr21000).



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



## A snapshot of the 2022/23 persimmons domestic marketing campaign

Hort Innovation is responsible for investing the persimmon marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The persimmon marketing program delivered a social media campaign to drive top-of-mind awareness and educate consumers on ways to use and eat persimmons. This was done by positioning persimmons as the 'autumn sweet treat'.

### Insights that drove our thinking

- Key barriers for persimmons are that they are perceived as expensive, the quality is often poor, and they are messy to eat.
- There is low awareness and consideration of persimmons – they have a salience rating of 0.2 per cent and consumers state that they don't know how to use them, prepare them or choose them.
- The tracking showed that persimmons have a satisfaction rating of 39 per cent, 23 per cent believe they are worth what you pay for and seven per cent love to eat persimmons.

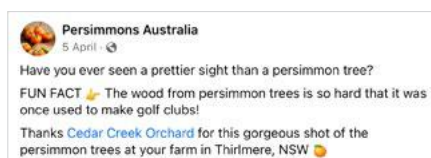


### What the campaign looked like in market

A paid social media campaign ran from March 2023 to June 2023 across Instagram and Facebook.

#### Top performing facebook posts

**Most engaging:** 3,898 engagements, eight per cent engagement rate (likes, shares, comments).



**Highest reaching:** 77,885 people reached, 86,000 impressions.

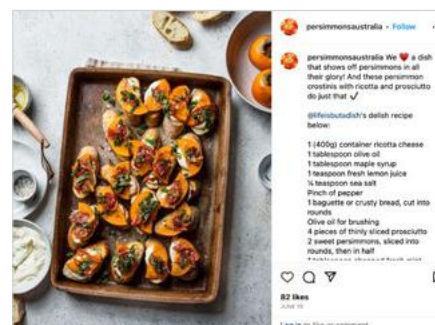


#### Top performing Instagram posts

**Most engaging:** 1,534 engagements, 18 per cent engagement rate (likes, shares, comments).



**Highest reaching:** 61,561 people reached, 62,000 impressions.



### What did we achieve?

Across the social campaign, all targets were exceeded:

- Impressions:
  - Campaign target – 1,150,000
  - Achieved – 1,323,994
- Engagements:
  - Campaign target – 22,000
  - Achieved – 30,264
- Engagement rate (Facebook):
  - Campaign target – four per cent
  - Achieved – five per cent
- Engagement rate (Instagram):
  - Campaign target – six per cent
  - Achieved – 10 per cent

# Hort Innovation Pineapple Fund 2022/23



Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the pineapple R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Pineapple Fund.

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

From the Pineapple Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$348,194**

invested in R&D

## Here are some highlights from what was delivered during the year:



**An integrated crop protection** program that supported growers in adopting best management practices on-farm from 2018 to 2023 – see [hortinn.com/pil7001](http://hortinn.com/pil7001) for more information and the final report.

This project delivered a range of resources and activities to help the pineapple industry access, understand and implement new technology and best practice information. A total of 137 growers and their staff attended at least one regional study group which represented 73.5 per cent of all the estimated 65 grower businesses in the industry. An average of 88 per cent of evaluated growers intended to make changes to their businesses because of participating in the project.



**\$45,455**

invested in marketing



**Ongoing work to deliver new varieties with improved traits for growers and consumers** via the industry's breeding and evaluation program – see [hortinn.com/pil7000](http://hortinn.com/pil7000) for more details.



**\$251,594**

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



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



**The pineapple Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).



## A snapshot of the 2022/23 pineapple marketing campaign

Hort Innovation is responsible for investing the pineapple marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The goal of the pineapple marketing campaign was to drive awareness of Aussie pineapples and inspire potential buyers with recipes and snack ideas. A paid social media campaign ran from August to October 2022, targeting main grocery buyers.

### Insights that drove our thinking

- Insights from the Kantar Domestic Growth Study 2022 showed that the top drivers for pineapples were their refreshing taste, people enjoyed the sweetness and that they were fresh and light.
- Key barriers included they were too expensive, messy to eat and took too long to prepare.
- There was an opportunity to own 'tasty' and healthy desserts.



### What the campaign looked like in market

#### Top performing facebook posts

**Most engaging:** 1,432 engagements, nine per cent engagement rate (likes, shares, comments).



**Highest reaching:** 58,509 people reached, 73,000 impressions.



#### Top performing Instagram posts

**Most engaging:** 828 engagements, 22 per cent engagement rate (likes, shares, comments).



**Highest reaching:** 35,000 people reached, 35,000 impressions.



### What did we achieve?

Across the social media campaign, all targets were exceeded:

- Impressions:
  - Campaign target – 775,000
  - Achieved – 776,350
- Engagements:
  - Campaign target – 20,750
  - Achieved – 32,949
- Engagement rate (Facebook):
  - Campaign target – four per cent
  - Achieved – four per cent
- Engagement rate (Instagram):
  - Campaign target – six per cent
  - Achieved – eight per cent



# Hort Innovation Pistachio Fund 2022/23



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 voluntary pistachio R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Pistachio Fund.

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

From the Pistachio Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



 **\$257,144**  
invested in R&D

Here are some highlights from what was delivered during the year:

 **Improvements in the cultivation of pistachios** by supporting the role and activities of a pistachio researcher who is tasked with undertaking ongoing field research – see [hortinn.com/ps17003](http://hortinn.com/ps17003).

 **Continued efforts to support the adoption of best management practices** involving on-farm demonstrations and regional discussion groups – see [hortinn.com/ps20000](http://hortinn.com/ps20000).



**\$145,693**

in voluntary levies collected by industry and passed on to Hort Innovation for investment

# Hort Innovation Potato – Fresh and Potato – Processing Funds 2022/23

Hort  
Innovation

POTATO –  
FRESH FUND

Hort  
Innovation

POTATO –  
PROCESSING 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 and processing R&D levies, together with Australian Government contributions, into key initiatives for growers, through the Potato – Fresh and Potato – Processing Funds.

Visit [www.horticulture.com.au/potato-fresh](http://www.horticulture.com.au/potato-fresh) and [www.horticulture.com.au/potato-processing](http://www.horticulture.com.au/potato-processing) at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Potato Fund pages, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



## Potato – Fresh



**\$664,485**

invested in R&D



**\$647,618**

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



## Potato – Processing



**\$460,864**

invested in R&D



**\$431,655**

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



## Here are some highlights from what was delivered during the year:



**Delivery of PotatoLink** – the potato industry’s communication and extension investment to support potato growers in adopting improved practices on-farm and keeping up to date with the latest industry news. Sign up at [www.potatolink.com.au](http://www.potatolink.com.au).



**Support for future leaders in the potato industry** through investment in a People Development Strategy – see [hortinn.com/mt22002](http://hortinn.com/mt22002).



**Investigation into developing a national surveillance and diagnostic framework for soilborne pathogens** of vegetables, melon, onion, potato and sweetpotato is underway – see [hortinn.com/mt21016](http://hortinn.com/mt21016).



**Development of a rapid, cost-effective screening process** to determine the level of resistance different potato cultivars have towards powdery scab infection – find out more about what this means at [hortinn.com/pt17003](http://hortinn.com/pt17003).



**Management of tomato potato psyllid** through a critical national surveillance, identification and reporting program – see [hortinn.com/mt18008](http://hortinn.com/mt18008).





# Hort Innovation Processing Tomato Fund 2022/23



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 voluntary processing tomato R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Processing Tomato Fund.

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

From the Processing Tomato Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



A snapshot of 2022/23



## Here are some highlights from what was delivered during the year:

In 2022/23, the Hort Innovation Processing Tomato Fund continued to invest in the project *Processing tomato industry development and extension* (TM20000).

This project is delivering effective research, development and capacity building solutions to Australian processing tomato businesses, to improve profitability and sustainability.

The work builds on previous investment *Processing tomato industry capacity building* (TM17000) which delivered best practice information and supported awareness and adoption of R&D outcomes.

Specific activities include, but aren't limited to:

- Increasing the reach of the processing tomato industry R&D program by engaging stakeholders in the R&D process, including on-farm trials.
- Effectively communicating R&D outcomes and industry information to Australian processing tomato businesses and assisting with adoption of relevant R&D.
- Being actively involved with the relevant stakeholders, including seed suppliers into Australia, to facilitate the importation process.
- Collecting industry benchmark data and statistics to help identify gaps and direct industry development efforts.
- Identifying, and securing where possible, other funding sources (including cross-industry projects) to support R&D and extension aimed at industry development.

# Hort Innovation Prune Fund 2022/23



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 prune R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Prune Fund.

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

From the Prune Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$37,861**  
invested in R&D

Here are some highlights from what was delivered during the year:



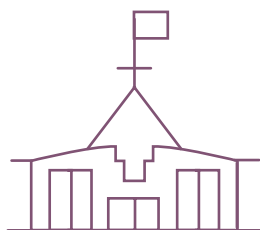
**A new industry communication and extension program** that continues vital activities to keep prune growers up to date with R&D information and key industry developments. The project delivers articles for *The Vine* magazine, *Ausprunes* e-newsletters, events and more – see [hortinn.com/dp22000](http://hortinn.com/dp22000).



**Ongoing biosecurity initiatives**, allowing the prune industry to join forces with other industries to prepare for and protect against potential threats – see [www.horticulture.com.au/prune](http://www.horticulture.com.au/prune).



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



**\$32,548**

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

# Hort Innovation Pyrethrum Fund 2022/23



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 voluntary pyrethrum R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Pyrethrum Fund.

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

From the Pyrethrum Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$137,847**

invested in R&D

## Here are some highlights from what was delivered during the year:

In 2022/23, the Hort Innovation Pyrethrum Fund supported the continuation of a program investigating the environmental conditions that drive tan spot and ray blight. These diseases represent a major risk to yield and the industry's ability to consistently meet market production requirements. Disease management is a major financial and environmental cost, and any effort to reduce those costs without major yield losses would be beneficial for pyrethrum growers.

Through the project *Development of regional disease risk models for fungal diseases of pyrethrum (PY20000)* a range of research activities are being undertaken and their results will be used to develop models that identify the relative risk associated with cropping regions and seasons. This information will be used to create a framework for industry decisions regarding frequency and timing of fungicide applications in pyrethrum.

This approach will ensure that high-risk regions are given adequate protection from disease losses but will also lead

to an overall reduction in control costs for the industry by reducing fungicide sprays in low-risk regions and seasons.

The research for this project falls into three areas:

1. Climatic effects on disease. A series of controlled environment experiments will be conducted to examine the conditions that favour spore formation, spore germination, leaf infection and host colonisation.
2. Regional differences in pyrethrum diseases. Regional differences will be monitored from autumn to early summer in both 2021 and 2022.
3. Relationships between disease pressure and yield loss. Field data will be collected from field crops across three growing seasons. The data obtained during the research activities will be combined to develop disease risk models for the impact of tan spot and ray blight on pyrethrum yield.

See [hortinn.com/py20000](http://hortinn.com/py20000) for updates during the life of this investment.



# Hort Innovation Summerfruit Fund 2022/23



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 summerfruit R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Summerfruit Fund.

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

From the Summerfruit Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



A snapshot of 2022/23



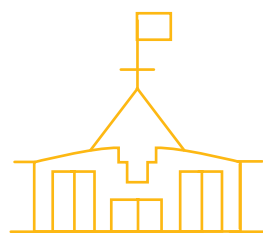
**\$644,978**

invested in R&D



**\$277,093**

invested in marketing



**\$948,990**

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

## Here are some highlights from what was delivered during the year:



### Support for the world-class Summerfruit Experiment Orchard

(see [hortinn.com/sf17006](http://hortinn.com/sf17006)) that contains trials for innovative high-density plantings, multiple rootstocks and cultivars, alternative canopy architectures and advanced irrigation and fertigation technologies.



**Continued market access and development work** to support the summerfruit industry's export ambitions – see [hortinn.com/sf19000](http://hortinn.com/sf19000).



**A renewed National Biosecurity Plan** for the summerfruit industry – see [hortinn.com/sf17005](http://hortinn.com/sf17005).



### Access to consumer insights through multi-industry investments

to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/summerfruit](http://www.horticulture.com.au/summerfruit).



**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).



**The summerfruit Harvest to Home dashboards** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

## A snapshot of the 2022/23 summerfruit export marketing campaign

Hort Innovation is responsible for investing the summerfruit levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The campaign aimed to increase consumer demand for fresh, quality Australian summerfruit in Vietnam through improving knowledge, attitudes, and purchase intent.

### Insights that drove our thinking

The Australian summerfruit season falls in the festive season in Vietnam, including Lunar New Year, when traditionally people tend to gift their partners with high-quality products. Imported fruit is a popular choice as it is considered a symbol of wealth and also has health benefits.

Vietnamese consumers are willing to pay more for healthy food, and nutrition content is of growing importance. In Vietnam, nearly two-thirds of consumers surveyed claim that they are prepared to pay up to 10 per cent more for organic and natural foods. This is particularly important for younger generations who tend to list health as a factor when describing their purchase decisions.

Australian products have been recognised among the target market for their high-quality reputation.

### What the campaign looked like in market

**Season launch event:** Local trade partners, industry, media and local social media influencers were invited to a launch event to introduce peaches and nectarines to festive season culinary plans and educate attendees about the different varieties and premium nature of Australian summerfruit. Held at WinMart in Hanoi and Annam Gourmet in Ho Chi Minh City, the event strengthened relationships with retailers for the next season and generated 41 media clips, as well as posts from key opinion leaders.

**Retail support program:** Four retailers in Ho Chi Minh City and Hanoi featured a range of activities such as in-store displays, gifts-with-purchase (depending on the retailer's preference), and marketing collaterals to boost sales. The activity reached 50,790 consumers. Key opinion leaders also visited each retailer's flagship store in each city to film activities on-site, then posted on their Facebook page with information on where to buy and what promotions were happening.

**Social media:** A Facebook page was created with attractive content to showcase and promote Australian summerfruit. A range of tactics were used to boost engagement, such as mini games to encourage the audience to learn more about Australian summerfruit and partnerships with key opinion leaders. The Facebook page successfully achieved an engagement rate of 9.5 per cent and created 6.4 million opportunities to see the summerfruit-inspired content.

### What did we achieve?

#### Launch Event

- 41 press hits
- 10 key opinion leader posts
- Two events with 51 professionals reached, including 29 journalists and 10 key opinion leaders.

#### Retail Program

- 195 sampling sessions across four retailers
- 44,118 tastings
- Reach of 50,790 customers.

#### Digital media

- 36 posts
- Three mini games to enhance interaction
- Two promotional videos
- 11 key opinion leader posts
- 6.4 million opportunities to see the content
- 7,700 followers.



# Hort Innovation Sweetpotato Fund 2022/23



Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the sweetpotato R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Sweetpotato Fund.

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

From the Sweetpotato Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$539,896**

invested in R&D



**\$143,264**

invested in marketing



**\$1,364,668**

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

## Here are some highlights from what was delivered during the year:



**An industry communications program** to keep sweetpotato growers up to date on R&D and marketing activities, as well as other industry news – see [hortinn.com/pw21000](http://hortinn.com/pw21000).



**An emerging leaders' program** to build capability within the sweetpotato industry and grow participants' knowledge and skills – see [hortinn.com/pw21001](http://hortinn.com/pw21001).



**Development of a comprehensive manual is underway** on pre- and post-harvest best practices for reducing skin loss in sweetpotatoes – read more at [hortinn.com/pw21002](http://hortinn.com/pw21002).



**Continued work to improve the quality of sweetpotato across the supply chain** through investigating pre- and post-harvest quality issues – see [hortinn.com/pw20000](http://hortinn.com/pw20000).



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



**The sweetpotato Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).



# Hort Innovation Table Grape Fund 2022/23

Hort  
Innovation TABLE GRAPE  
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 table grape R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Table Grape Fund.

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

From the Table Grape Fund page, access your industry's [Annual Investment Plan 2023/24](#) which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$1,861,402**

invested in R&D



**\$1,165,545**

invested in marketing



**\$1,732,903**

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

## Here are some highlights from what was delivered during the year:



**A renewed industry communications program**, delivering *The Vine* magazine, *Pick of the bunch* newsletters, events and the industry website [www.australiangrapes.com.au](http://www.australiangrapes.com.au).



**An industry extension program** to support the adoption of industry best practice and new technologies for table grape growers – see [hortinn.com/tg19000](http://hortinn.com/tg19000).



**Efforts to help table grape growers adopt the minimum maturity standards** through working closely with growers, wholesalers and supermarkets – read more at [hortinn.com/tg19004](http://hortinn.com/tg19004).



**Maintaining and improving market access** for the table grape industry through a trade development program – see [hortinn.com/tg20000](http://hortinn.com/tg20000).



**HARVEST TO HOME** The table grape **Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).



**Delivery of the Strategic Agrichemical Review Process (SARP)** which provides an updated view of current priorities and gaps regarding pest, disease and weed control – see the table grape-specific report at [hortinn.com/mt21005](http://hortinn.com/mt21005).



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

## A snapshot of the 2022/23 table grape marketing campaign

Hort Innovation is responsible for investing the table grape marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The domestic table grape marketing plan aimed to build preference for Australian grapes versus imported produce by positioning the fruit as a healthy treat during summer.

### Insights that drove our thinking

- Consumers love to eat table grapes (56 per cent), which is lower than berries (61 per cent), on par with bananas (56 per cent) but higher than other fruit.
- Table grapes' advantages are a strong fit to snacks and treats – benefits include the refreshing taste and the fact that they are sweet, light, and easy to consume on-the-go. The snack occasion represents 61 per cent of table grape volume.
- Penetration (the number of people who have purchased grapes) sits at 42 per cent, and conversion from consideration to purchase at a high 84 per cent. This is very strong compared with consideration for staple fruits such as apples and bananas.

### What the campaign looked like in market

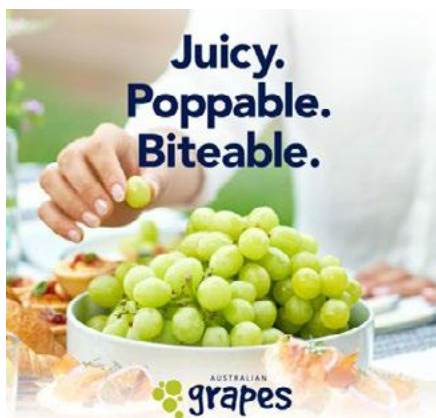
The 'Juicy. Poppable. Biteable' messaging for the campaign focused on the taste and convenience of table grapes across all channels. Imagery was selected to best showcase the product and deliver on taste, convenience and snacking occasion messaging.

A paid media campaign ran across the following channels:

- Social media (Facebook and Instagram):** Australian table grapes were showcased via social media as a convenient, natural bunch of joy. A mixture of formats was used, including vertical video, static imagery and Instagram reels.
- Radio:** Radio was used to build awareness and increase consideration of table grapes among main grocery buyers across Australia with the development of a 15 second advertisement.
- Retail media:** Retailers were engaged to reach the target audience when they are in a purchase mindset to help drive impulse purchases of table grapes. Placements ran across Coles and Woolworths online.

### What did we achieve?

- The Woolworths online campaign encouraged trial of table grapes with 48,500 'new-to-product' customers.
- The Woolworths campaign generated 34.73 per cent more overall weekly sales compared to the pre-campaign period.
- Boosting social media content has been effective in maximising reach and providing interesting formats for the target audience to engage with.
- Engagement has been positive, with users stating "the best product for snacking: convenient, clean and delicious" and "I don't want grape season to ever end!".



### Export activity for table grapes in 2022/23

International activities for table grapes involved engaging with local audiences in Japan, the Philippines, Vietnam, Thailand, Indonesia and South Korea through the Grown in Good Nature brand. The aim was to drive sales of Australian table grapes while educating locals on the many ways to consume the product and showcase the vast array of health benefits.

Activities included season launch events, instore display competitions, sampling sessions, gifts –with purchase, social media activity, media amplification and influencer engagement.

The campaign achieved:

- 378 retail partners were involved in the Australian table grapes retail program.
- The campaign had a reach of over 10 million people through influencer engagement, media, out-of-home displays and digital advertising.

# Hort Innovation Turf Fund 2022/23



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 turf R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Turf Fund.

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

From the Turf Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.



**\$356,492**

invested in R&D

## Here are some highlights from what was delivered during the year:



**A new industry development and extension program** to assist growers in developing their skills, knowledge and businesses through various extension activities and to support the role and activities of the National Market Development Manager – see [hortinn.com/tu21001](http://hortinn.com/tu21001).



**\$68,050**

invested in marketing



**A new industry communications program**, delivering the *Turf Australia* magazine, *Turf Australia E-News* newsletters, the industry website ([www.turfaustralia.com.au](http://www.turfaustralia.com.au)) and more.



**\$544,169**

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



**Continued participation in a Lean Leaders program** for turf levy payers to develop their skills in leading their workplace – see [hortinn.com/tu21002](http://hortinn.com/tu21002) for more details and how to apply.



**Access to accurate and reliable turf industry data** including value, volume and other benchmarking statistics to assist turf growers in their decision-making – see [hortinn.com/tu21000](http://hortinn.com/tu21000).



## A snapshot of the 2022/23 turf marketing campaign

Hort Innovation is responsible for investing the turf marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during 2022/23...

The turf marketing campaign aimed to drive demand for turf and direct consumers to Lawnspiration for advice, tips and connection to suppliers. The strategy revolved around positioning natural turf as an affordable way to add value to your home.

### Insights that drove our thinking

- Levy-funded research found that 79 per cent of adults have a front or backyard, of which 85 per cent is lawn (see [hortinn.com/ny20002](http://hortinn.com/ny20002)) and that only 50 per cent have ever bought turf.
- An estimated nine per cent of adults purchased lawn or turf in the past year, and 30 per cent would like to replace turf or lay new turf in their gardens.
- Key barriers often include cost (turf is perceived to be expensive), a lack of consideration (not top of mind when it comes to house renovations) or they are simply worried about keeping the lawn alive.
- Key drivers come down to being house proud – people might be looking to renovate/build/ landscape, they like to entertain/relax and play outdoors, have a pet or want to add property value.

### What the campaign looked like in market

- Social media:** Social media activity was designed to inspire and encourage Aussies to choose, lay and maintain natural turf in their backyards, as a way of adding value to their homes. A mix of content was designed to appeal to the target audience (Australian homeowners, predominantly male aged between 28–50 years). The content promoted the benefits of installing natural turf, advice on how to select the right variety and tips for seasonal lawn care.
- Influencer campaign:** Building on the success of the collaboration with Tim the Lawnmower Man last year, Tim was engaged again to develop promotional content and leverage his large following. Tim created three videos on how natural turf can add value to your home and how to maintain a new lawn, as well as encouraging viewers to try the turf variety quiz on the Lawnspiration website. Tim's content was shared to his audiences on TikTok and Instagram.

- Website:** The Lawnspiration website received a makeover with a new look and feel, and was updated to align more closely with key messaging around natural turf adding value to your property. The updates also included moving the turf calculator and turf variety quiz to a more prominent position on the homepage.

### What did we achieve?

#### Social media

##### July – October 2022

- 379,030 post impressions across Facebook.
- 7,010 total engagements.

##### November – April 2023 campaign:

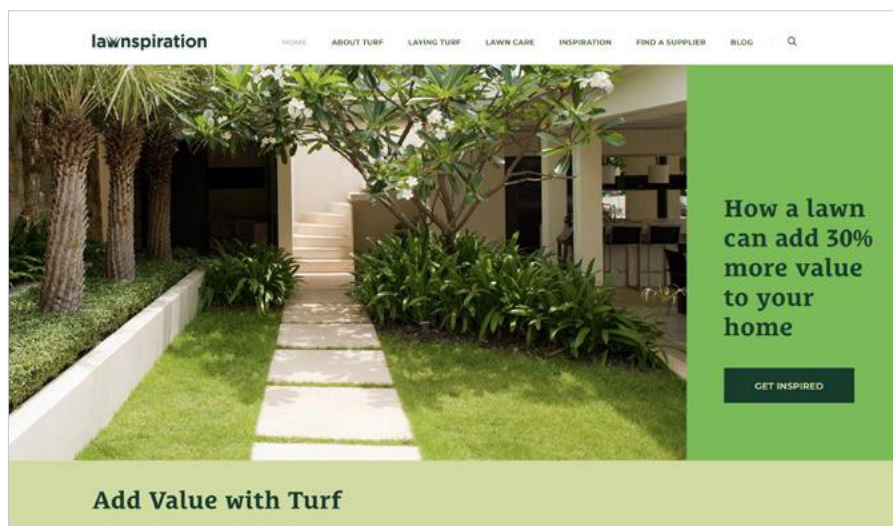
- More than 3 million post impressions (3,156,170) achieved across Facebook (versus target of 2,650,000).
- More than 100,000 engagements excluding video views on Facebook (total of 107,300 versus target of 100,000).

#### Influencer campaign

- On Instagram, Tim's content achieved a unique reach of 312,375; 322,289 views and 5943 engagements.
- On TikTok, Tim the Lawnmower Man's three posts generated more than 342,600 views and 10,380 engagements.
- Within the 24 hours following Tim posting his first video in his series, the Lawnspiration website saw a massive spike in traffic. Of this traffic, 43 per cent went to the 'Which lawn is right for me?' page.

#### Website

- There was an increase in website users from 4,809 in FY22 to 60,058 in FY23, as well as a 32 per cent increase in total sessions, 56 per cent increase in page views and 67 per cent increase in duration of an average session.



# Hort Innovation Vegetable Fund 2022/23



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 Vegetable Fund.

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

From the Vegetable Fund page, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.

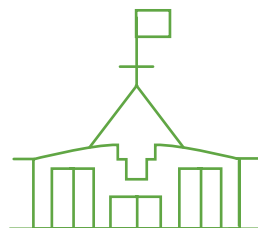


A snapshot of 2022/23



**\$14,094,288**

invested in R&D



**\$12,134,128**

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



## Here are some highlights from what was delivered during the year:



**A new Soil Wealth and Integrated Crop Protection program** to assist vegetable and melon growers to improve the management of their soil and crop health and drive their productivity, sustainability and profitability on-farm – access all the resources from the program at [www.soilwealth.com.au](http://www.soilwealth.com.au).



**Research into the benefits of on-farm biosecurity practices** so that recommendations can be made on how to incentivise vegetable and melon growers to adopt appropriate biosecurity measures – keep up-to-date at [hortinn.com/mt22008](http://hortinn.com/mt22008).



**Investigation into developing a national surveillance and diagnostic framework for soilborne pathogens** of vegetables, melon, onion, potato and sweetpotato is underway – see [hortinn.com/mt21016](http://hortinn.com/mt21016).



**Delivery of an area wide management strategy** to address high-priority viral and bacterial diseases affecting vegetable crops – find out more at [hortinn.com/vg16086](http://hortinn.com/vg16086).



**Research into addressing tomato potato psyllid** including alternative disinfestation methods for affected crops ([hortinn.com/vg17015](http://hortinn.com/vg17015)) and a surveillance program ([hortinn.com/mt18008](http://hortinn.com/mt18008)).



**Identification of the sources and routes of microbial contamination in leafy vegetables** so that recommendation can be made on how industry can manage any risks – [hortinn.com/vg22002](http://hortinn.com/vg22002).



**Continued collaboration between the melon, onion and vegetable industries on an export program** to build export capability and capacity – see [hortinn.com/mt21009](http://hortinn.com/mt21009).



**VEGNET program** supporting growers in adopting best practices on-farm – read more at [hortinn.com/vg21000](http://hortinn.com/vg21000).



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



**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).



**A new industry communications program** delivering the Australian Grower magazine, AUSVEG weekly newsletter and much more – see [hortinn.com/vg22000](http://hortinn.com/vg22000).



**Vegetable Harvest to Home dashboards** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au).





# Hort Innovation

Horticulture Innovation Australia Limited  
ACN 602 100 149

Level 7, 141 Walker Street  
North Sydney NSW 2060 Australia

02 8295 2300 | [communications@horticulture.com.au](mailto:communications@horticulture.com.au)

[www.horticulture.com.au](http://www.horticulture.com.au)

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