

Persimmon Fund Annual Investment Plan 2024/25



Proposed investments in 2024/25

A list of proposed R&D investments in the Persimmon Fund in 2024/25 can be found below. Each year, persimmon industry representatives meet as advisory panels to discuss investment recommendations in line with the persimmon Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The persimmon R&D advisory panel met on September 20, 2023 and February 21, 2024, to discuss, provide advice on, and prioritise recommendations on investments in 2024/25. The FY24/25 marketing program will be invested in, and advice will be received on September 4, 2024.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the persimmon Annual Investment Plan (AIP) 2025/26.

Table 1. Persimmon R&D advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Persimmon industry communications and extension program	3. Extension and capability	1. Extension capability
2	Impact assessment program FY24-FY26	5. Enabler	1. Enabler
3	Regulatory support and response co-ordination	2. Industry supply, productivity and sustainability	6 Crop protection

Current contracted R&D projects

Current contracted projects in the Persimmon Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the persimmon SIP, can be seen in Table 2. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 2. Current contracted R&D project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
HA19007	Plant Biosecurity Research Initiative (PBRI) program		200	200	200
MT27007	Regulatory support and response coordination	248	371		
MT21015	Horticulture impact assessment program	424	365		
MT21202	Consumer usage and attitude tracking FY22/23	363			
MT22000	Fund Annual Reports 2021/22	131			
MT23000	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia	1,250			
MT23002	2022/23 Fund Annual Reports	489			
MT23201	Consumer usage and attitude tracking FY23/24	709	178		
PRI6000	Minor use permits	1,126	1,500	1,500	1,500
PRI7000	National persimmon varietal evaluation program 2018-2023	72,105			
PR20000	Persimmon industry communications program	9,447	7,730		
PR21000	Diagnosis and management of dieback in persimmon trees	12,000	12,000	27,000	
PR23000	Persimmon productivity program	5,000	90,125	90,125	90,125
PR23002	Persimmon marketing activity research to complement sampling FY24	30,000			
ST22004	Generation of data – Crop protection 2022 – Agreco	4,300	4,300	4,300	
Total		137,592	116,769	123,125	91,825

Table 3. Current contracted marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
PR23501	Persimmon marketing program FY24 – In-store sampling	53,274	26,637		
Total		53,274	26,637		

Financial statements

Financial statements for the persimmon R&D levy fund can be seen in Table 5 below.

View the current and most up-to-date financial statements for the Persimmon Fund at the Hort Innovation website [here](#).

Table 4: Persimmon R&D levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	157,961	205,831	192,046	180,429
Levies from growers	123,358	98,000	98,000	98,000
Commonwealth funds	82,600	110,085	107,914	89,268
Other Income	8,714	1,000	1,050	1,103
Total Income	214,672	209,085	206,964	188,370
Project funding ¹	137,592	181,788	178,144	146,845
Available for Investment	0	0	0	0
Grower consultation and advice	578	3,000	3,000	3,000
Service delivery	27,028	35,381	34,683	28,691
Total matched expenditure	165,198	220,169	215,827	178,536
Closing balance	205,831	192,046	180,429	187,454
Federal Government levy collection costs	1,604	2,700	2,754	2,809

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement

Table 5: Persimmon marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	121,996	140,482	81,380	56,134
Levies from growers	82,240	66,000	66,000	66,000
Other Income	5,606	1,000	1,050	1,103
Total Income	87,846	67,000	67,050	67,103
Project funding ¹	53,274	26,637	0	0
Available for Investment	0	70,000	70,000	65,000
Grower consultation and advice	385	1,000	1,000	1,000
Service delivery	14,628	26,615	19,354	17,991
Total expenditure	68,287	124,252	90,354	83,991
Closing balance	140,482	81,380	56,134	37,206
Federal Government levy collection costs	1,073	1,850	1,943	2,040

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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