

A photograph of several persimmons on a dark, textured wooden surface. One persimmon is sliced in half, showing its internal structure. The text 'Persimmon Fund' is overlaid in large white letters.

# Persimmon Fund

Annual Report 2018/19

---

## Content



The year at a glance .....	2
Welcome .....	3
Additional value in the year .....	4
Making investments in 2018/19 .....	5
R&D project list 2018/19 .....	6
R&D report .....	7
Minor use permits .....	9
Marketing report .....	11
Financial statement .....	13

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in the *Persimmon Fund Annual Report 2018/19*. Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of the *Persimmon Fund Annual Report 2018/19*, or from reliance on information contained in the material or that Hort Innovation provides to you by any other means.

© 2019 Horticulture Innovation Australia Limited.

**The projects in this report have been funded by Hort Innovation using sources including the persimmon levy, Australian Government contributions and, in some instances, co-contributions from a variety of sources.**

# Just some of the things your fund delivered in 2018/19:

- ✓ **The 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)), and events including field says and conferences (p7)
- ✓ Ongoing work to deliver **new varieties and rootstocks** to Australian persimmon growers (p7)
- ✓ Investments to support growers' **access to safe and effective controls** for pests, weeds and diseases (from p7)
- ✓ A multi-pronged **domestic marketing campaign**, including the first-ever joint in-store sampling program between persimmons and custard apples (from p11)

## 2018/19 SNAPSHOT

**\$127  
THOUSAND**  
INVESTED  
IN R&D

**\$20  
THOUSAND**  
INVESTED IN  
MARKETING

**5+**  
ACTIVE R&D  
INVESTMENTS

## Welcome

---

Hort Innovation is the grower-owned, not-for-profit research and development corporation (RDC) for Australia's horticulture sector. It's our job to work with industry to invest the persimmon R&D and marketing levies, as well as Australian Government contributions, into key initiatives for growers.

The 2018/19 financial year was another great year of growing better, together – with strong investments, closer connections and critical collaborations continuing to be forged.

There was close to \$127,000 invested into R&D through the Hort Innovation Persimmon Fund across the year, to support the industry in being as productive and profitable as possible, with several ongoing projects addressing important issues and opportunities.

Meanwhile in marketing, the Hort Innovation Persimmon Fund saw some \$20,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian persimmons.

Read on to learn more about all of this work. And remember to take advantage of the Hort Innovation website at [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon), where you can search and find information relating to investments, past and present, at any time. The new site and its Persimmon Fund section were launched in 2018/19.

Finally, during the year there were many opportunities for Hort Innovation to connect with you, the growers. A big thank you in particular to everyone who came to our early-2019 regional roadshows to feed into the development of the new Hort Innovation Strategy 2019-2023 (read more at [www.horticulture.com.au/strategy-2019-2023](http://www.horticulture.com.au/strategy-2019-2023)).

You can reach out to us at any time to learn more about our work, to submit ideas for investments, or to simply have a chat about your industry. You'll find details of specific staff at [www.horticulture.com.au/get-in-touch](http://www.horticulture.com.au/get-in-touch), or can otherwise email [communications@horticulture.com.au](mailto:communications@horticulture.com.au) or call our general line on 02 8295 2300.



## Additional value in the year

---

During 2018/19, Hort Innovation was proud to deliver extra value to the persimmon industry, outside of levy-funded initiatives within the Persimmon Fund. Here's a quick look at just some examples.

---



### The new Hort Innovation website, with dedicated Persimmon Fund section

You can now visit [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon) to quickly search and find persimmon investment information and updates, project resources, and growing tips and advice from Hort Innovation's R&D work. You can also download full final research reports direct from the site, access key contact information, share your ideas and feedback, and so much more.

---



### The Australian Horticulture Statistics Handbook

Each year Hort Innovation delivers an *Australian Horticulture Statistics Handbook* packed with horticulture statistical information and analysis for use by specific industries and the wider sector. The handbook combines all available data on production, international trade, processing volumes and fresh market distribution for some 75 categories. The 2017/18 edition, released in early 2019, is available from [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).

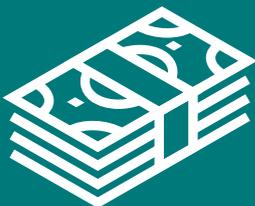
---



### Hort Frontiers projects

With seven investment areas, Hort Innovation's Hort Frontiers strategic partnership initiative is about collaborative, cross-industry work to address longer-term, complex issues and opportunities identified as critical for the future of Australian horticulture. While industry levies can be invested into Hort Frontiers projects upon the advice of the relevant Strategic Investment Advisory Panels, the bulk of funding comes from broad-reaching funding relationships that are secured by Hort Innovation, plus support from the Australian Government. Learn about all of the projects and what they're delivering for you at [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers).

---



### Grant funding

In 2018/19, Hort Innovation delivered \$6.7 million worth of investments involving grant funding across the horticulture sector. To do so, we applied for and secured a range of competitive grants on behalf of industry, including through the Australian Government's Rural R&D for Profit program, Improved Access to AgVet Chemicals initiative, and Agricultural Competitiveness White Paper. With projects across everything from biosecurity to pollination, there's plenty in there to directly and indirectly benefit the persimmon industry.

---

## Making investments in 2018/19

Hort Innovation is dedicated to making the right investments at the right time and in the right areas, in line with identified priorities for the industry.

### Where the funding comes from

The persimmon industry's grower-raised statutory R&D and marketing levies are collected by the Australian Government and entrusted to Hort Innovation as the RDC for Australian horticulture. It's then our responsibility to work with the industry to invest these levies – together with Australian Government contributions in the case of R&D – into strategic initiatives for the benefit of growers.

Additional funding streams can also come into play, such as co-investment dollars from sources including project partners, and grant funding that Hort Innovation secures on behalf of industry.

### How decisions are made

Investment decisions in the Hort Innovation Persimmon Fund are guided by the industry's Strategic Investment Plan (SIP). This document was developed through close consultation with growers and other industry stakeholders, and outlines specific investment priorities, strategies and themes. An at-a-glance version can be found at [www.bit.ly/persimmon-plan](http://www.bit.ly/persimmon-plan), or find the full version at [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon).

The SIP is currently used like a 'roadmap' by the persimmon Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives that's tasked with providing advice to Hort Innovation on potential levy investments.

### Turning ideas into investments

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the work they want to see. Ideas can be submitted any time via Hort Innovation's investment idea form at [www.bit.ly/concept-form](http://www.bit.ly/concept-form).

Ideas that are selected for investment are worked into project proposals by Hort Innovation. These are then made public for potential delivery partners to submit responses. Current opportunities are always listed at [www.horticulture.com.au/delivery-partners](http://www.horticulture.com.au/delivery-partners).

Responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

### Keeping track of investments

All investments in the Hort Innovation Persimmon Fund are detailed on the 'Your investments' page at [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon). We also send news and alerts to Hort Innovation members and contacts – if you haven't already, you can sign up for free at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).

Importantly, the industry's levy-funded extension and communication program is tasked with providing growers with regular information on levy-related activity. See p7 for more.



### New investment analysis

You can now clearly see how investments in the Hort Innovation Persimmon Fund align to the industry's SIP, with new and interactive investment analysis information available from [www.bit.ly/persimmon-investment](http://www.bit.ly/persimmon-investment). The analysis currently shows the allocation of funding against each of the persimmon SIP outcomes from the start of the SIP (2016/17) to the end of 2018/19, and gives an indication of the projects that are aligned to each outcome.

## R&D project list 2018/19

### NEW INVESTMENTS IN 2018/19

MT18011 Ex-post impact assessment\*

\* This multi-industry project was a key monitoring and evaluation investment during 2018/19 – we encourage you to find the full details at [www.horticulture.com.au/mt18011](http://www.horticulture.com.au/mt18011)

### ONGOING INVESTMENTS IN 2018/19

PR16000 Persimmon industry minor use program

PR16001 Persimmon industry extension and communication program

PR17000 National persimmon varietal evaluation program 2018-2023

ST16006 Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops

ST16008 AgVet collaborative forum

ST17000 Generation of data for pesticide applications in horticulture crops 2018

During the 2018/19 financial year, all levy paying horticulture industries also contributed to a small selection of across-industry projects addressing issues that affect horticulture as a whole. Details of all investments that Hort Innovation manages can be found at [www.horticulture.com.au](http://www.horticulture.com.au).



**But wait, there's more. To see what Hort Innovation delivered across the entire horticulture sector in 2018/19, download the full Hort Innovation Annual Report 2018/19 from [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal).**



## R&D report

Take a closer look at some of the key investments in the Hort Innovation Persimmon Fund during 2018/19. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon) as they become available.

### **National persimmon varietal evaluation program 2018-2023 (PR17000)**

**Key research provider:** NSW Department of Primary Industries

Beginning in mid-2018, this investment is tasked with delivering superior and locally-adapted rootstocks for the Australian persimmon industry – suited to mainstay and new commercial varieties – and for the continued import and evaluation of new persimmon varieties.

The project is also developing a standard clonal propagation technique for rootstocks, with guidelines on this and other persimmon management information to be produced for growers to adopt along the way. Information and updates can be found at [www.bit.ly/pr17000](http://www.bit.ly/pr17000).

### **Persimmon industry extension and communication program (PR16001)**

**Key research provider:** Persimmons Australia Inc

Beginning in 2017, this investment is responsible for driving the awareness and adoption of R&D outcomes within the Australian persimmon industry. Its strong communication and extension initiatives are designed to keep growers and other industry stakeholders up-to-date with the latest research activity, marketing initiatives and other news and issues.

The outputs and responsibilities of the program include:

- » Production of the bi-annual *Persimmon Press* e-newsletter (if you don't already receive it, sign up by emailing a request to [admin@persimmonsaustralia.com.au](mailto:admin@persimmonsaustralia.com.au)).
- » Management of the Persimmons Australia website, featuring a log-in area available to Australian persimmon levy payers that hosts industry resources including handbooks and guides developed through levy-funded projects, issues of *Persimmon Press* and more. Fill out the registration form on the website if you do not currently have a log-in ([www.persimmonsaustralia.com.au/login](http://www.persimmonsaustralia.com.au/login)).
- » Facilitation of industry field days and conferences. Resources from previous events remain available on the industry website, and you will find announcements about upcoming events in industry channels as they become available.

### **Persimmon industry minor use program (PR16000)**

**Key research provider:** Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the persimmon industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see p9.

All current minor use permits for the industry are searchable at [portal.apvma.gov.au/permits](http://portal.apvma.gov.au/permits). Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).





### **Data generation investments (ST17000 and ST16006)**

**Key research providers:** Peracto, Eurofins

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

In 2018, Hort Innovation announced the securing of more than \$1 million in assistance grants under the Australian Government's Access to Industry Uses of Agricultural and Veterinary (AgVet) Chemicals program. This funding is being used, along with levy contributions, to generate the data required for a range of registration and minor use applications across a variety of horticulture crops, through the project **Generation of data for pesticide applications in horticulture crops 2018 (ST17000)**.

For the persimmon industry, the grant funding is supporting a Bayer DC-163 label registration application for the control of clearwing moths, flower-eating caterpillars and orange fruit borers.

Separate to the grant investment, this project is also supporting a new permit application for flonicamid for the control of thrips including plague thrips, redbanded thrips, greenhouse thrips and western flower thrips, as well as mealybug.

Data generation for other applications relevant to the persimmon industry is also supported by the project **Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017 (ST16006)** which involves grant funds from an earlier round of the AgVet program, plus some levy contributions.



**To keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year – and to search and find resources and reports from these investments – visit [www.horticulture.com.au/persimmon](http://www.horticulture.com.au/persimmon).**

## Minor use permits

The Hort Innovation Persimmon Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit [www.bit.ly/minor-use-persimmon](http://www.bit.ly/minor-use-persimmon).

### Permits in 2018/19

During the 2018/19 financial year, a successful new permit application for PER87599 and successful renewals for PER14547 and PER80378 (issued as PER87067) were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Persimmon industry minor use program* (PR16000).

Meanwhile, successfully renewed permit PER14548 was also issued during 2018/19, with the application submitted through the industry minor use program in the previous financial year.

Details for these and all other permits can be found in the following table.

### Current permits

Below is a list of minor use permits for the persimmon industry, current as of 19 September 2019.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom C/O Hort Innovation
PER12488 Version 2	Mancozeb / Persimmon / Cercospora leaf spot or angular leaf spot	27-Oct-10	31-Mar-20	Growcom C/O Hort Innovation
PER12591 Version 2	Methoxyfenozide (Prodigy) / Persimmon / Leaf roller, yellow peach moth, light brown apple moth and orange fruitborer	29-Jun-11	30-Sep-21	Growcom C/O Hort Innovation
PER80374 Version 2	Bulldock (beta-cyfluthrin) / Custard apple, lychee, mango, persimmon / Various insect pests	01-Oct-15	31-Aug-22	Australian Lychee Growers Association
PER13176 Version 2	Shin Etsu MD Carmenta pheromone / Persimmon / Clearwing borer	30-Nov-12	30-Sep-20	Growcom C/O Hort Innovation
PER13445 Version 2	Chlorothalonil / Persimmon / Cercospora leaf spot	22-Aug-12	30-Sep-20	Growcom C/O Hort Innovation
PER13694 Version 2	Methidathion / Persimmon / Various insect pests	01-Oct-12	30-Sep-22	Hort Innovation
PER13932 Version 2	Chlorpyrifos / Persimmon / Cluster grub	01-May-13	31-Mar-23	Hort Innovation
PER13933 Version 2	Petroleum oil / Persimmon / Scale insects	01-Jan-13	30-Nov-22	Hort Innovation

Continued >>



PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER14743 Version 2	Trichlorfon / Custard apple, lychee, mango and persimmon / Flatid planthopper, flower-eating caterpillar, looper and yellow peach moth. Suppression only: fruit-spotting bug, banana spotting bug, green vegetable and lychee stink bug	01-June-14	30-Jun-20	Growcom C/O Hort Innovation
PER14547 Version 2	Chlorpyrifos (Lorsban) / Persimmon / Mealybug	13-Jul-14	31-Oct-19	Hort Innovation
PER14548 Version 2	Methomyl (Lannate-L) / Persimmon / Thrips	13-Jul-14	31-Jul-23	Hort Innovation
PER14779 Version 2	Clothianidin (Samurai) / Persimmon / Mealybug	13-Jul-14	30-Apr-23	Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom C/O Hort Innovation
PER85550 (previously PER14901)	Alpha-cypermethrin / Persimmon / Fruit fly	14-Jun-18	30-Jun-23	Hort Innovation
PER87067	Sulfoxaflor (Transform) / Persimmon / Mealybug	03-Apr-19	30-Apr-24	Hort Innovation
PER87599	Difenoconazole (Score) / Persimmon / Cercospora leaf spot and leaf spot	07-Jun-19	30-Jun-24	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at [portal.apvma.gov.au/permits](http://portal.apvma.gov.au/permits). Details of the conditions of use associated with these permits can also be found on the APVMA site.

**Minor use permit updates are circulated in Hort Innovation's e-newsletter, *Growing Innovation*. Don't yet receive it? Sign up for free at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).**

## Marketing report

Hort Innovation is responsible for investing the persimmon marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Persimmon Fund. Read on for a snapshot of activities and results from 2018/19.

### Public relations (PR)

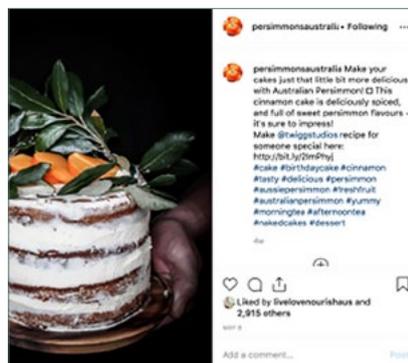
Outreach to Australian media and subsequent coverage was used to help drive awareness, education and inspiration. This coverage was secured in two stages. Firstly, persimmon hampers were sent to 10 top-tier media and influencer targets. The hampers featured ingredients to make a delicious, autumnal persimmon recipe and recipients included *Woman's Day* magazine, *Best Recipes*, *Australian Women's Weekly*, *Body + Soul*, *New Idea*, *Lifestyle.com.au*, as well as influencers The Biting Truth, Nourish Naturally, The Lebanese Plate and Brown Paper Bag Nutrition. Subsequent media coverage generated the opportunity to reach almost 600,000 consumers. Secondly, in autumn a media release and fact sheet were distributed to print and online media outlets. This resulted in both print and digital editorial coverage with *Woman's Day*, *Australian Women's Weekly*, *Body + Soul*, and *Over Sixty*.

Over the course of the campaign a total of 26 pieces of coverage were secured across traditional and online. These included key messages around persimmon recipes, taste, varieties and seasonality and had a total reach of over 6.7 million.



### Social media

Social media was used to inspire and educate the online community about the Australian persimmon season. Throughout the campaign, 16 posts were developed and posted across the Australian Persimmon Facebook ([www.facebook.com/persimmonsaustralia](http://www.facebook.com/persimmonsaustralia)) and Instagram (@persimmonsaustralia) channels to increase awareness and excitement about the season. These posts included inspiring, beautiful imagery as well as grower content, and delivered strong engagement. Both channels exceeded KPIs, with a combined total of more than 706,330 opportunities to people to see persimmon content.



### In-store sampling

Through their Hort Innovation marketing programs, a joint Australian Persimmons and Australian Custard Apples in-store sampling campaign was executed in a total of 98 Woolworths and Coles stores across Sydney and Melbourne from 28 March to 26 April 2019. The objective of the campaign was to strengthen consumer awareness of persimmons and custard apples; increase purchase confidence among consumers by providing key information such as seasonal availability, how to select, and health benefits; and to facilitate immediate purchase by highlighting the in-store position.

Consumers were able to try sliced fresh persimmons and custard apples, and brochures were distributed to shoppers that contained key facts and tips. A total of 10,980 samples were consumed throughout the campaign, and it's estimated more than 19,000 shoppers were exposed to the products.

### Consumer research

In addition to in-store sampling, 400 shoppers participated in a deep-dive questionnaire (200 each for persimmons and custard apples). This helped to provide key insights into consumer behaviours and barriers that influence purchase of persimmons, which will be used to inform future

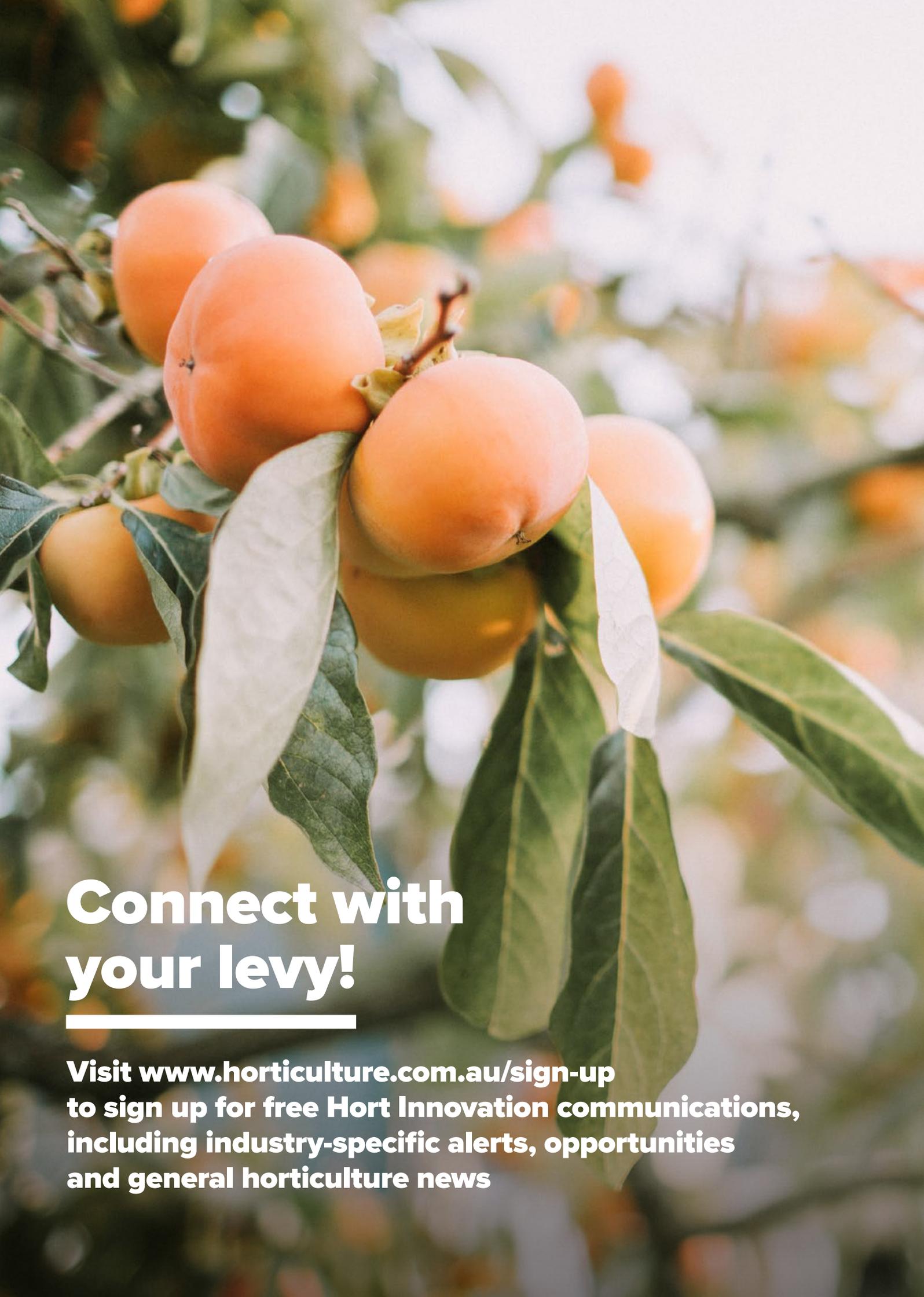
marketing plans. Key take outs included that almost half (47 per cent) of people had never heard of persimmons before, and taste/texture, health benefits, quality and price were the top purchase triggers.

## Financial statement

### Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
<b>OPENING BALANCE</b>	<b>30,984</b>	<b>-4,371</b>	<b>26,613</b>
Levies from growers (net of collection costs)	84,327	56,332	140,659
Australian Government money	81,092	–	81,092
Other income*	1,613	732	2,344
<b>TOTAL INCOME</b>	<b>167,032</b>	<b>57,064</b>	<b>224,096</b>
Project funding	126,561	20,000	146,561
Consultation with and advice from growers	575	298	873
Service delivery – base	5,676	1,285	6,961
Service delivery – shared	9,407	2,129	11,536
Service delivery – fund specific	19,966	13,000	32,966
<b>TOTAL EXPENDITURE</b>	<b>162,185</b>	<b>36,713</b>	<b>198,897</b>
Levy contribution to across-industry activity	3,715	–	3,715
<b>CLOSING BALANCE</b>	<b>32,117</b>	<b>15,981</b>	<b>48,097</b>
Levy collection costs	3,687	2,344	6,030

\* Interest, royalties



# **Connect with your levy!**

---

**Visit [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up)  
to sign up for free Hort Innovation communications,  
including industry-specific alerts, opportunities  
and general horticulture news**

# Hort Innovation

Horticulture Innovation Australia Limited  
ACN 602 100 149

Level 7, 141 Walker Street  
North Sydney NSW 2060 Australia

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

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