



# Persimmon Fund

Annual Report 2019/20

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

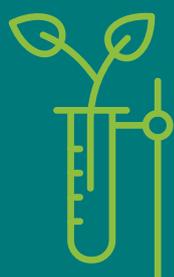
## About the year

**An intense and unpredictable year, 2019/20 certainly dealt challenges for the world, for Australian horticulture, and for Hort Innovation.** There was ongoing drought, a devastating bushfire season, intense floods, the biosecurity threat of fall armyworm and, of course, the global and ongoing COVID-19 pandemic.

**We encourage you to download a copy of the overarching Hort Innovation Annual Report 2019/20** at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to better understand Hort Innovation’s responses to these events, and how the company was able to change its plans and priorities to best serve the sector.

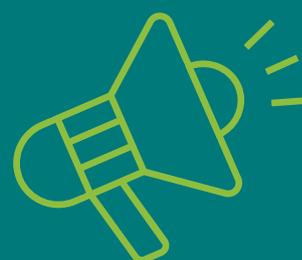
**Through it all, though, activity in the Hort Innovation Persimmon Fund remained strong.** While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$190,000 invested in R&D for the industry, plus \$13,000 in marketing. Read on for an overview of what was delivered.

## 2019/20 Persimmon Fund snapshot



**\$190,000**

invested in R&D



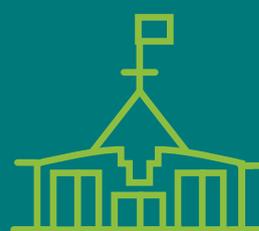
**\$13,000**

invested in marketing



**7**

active R&D  
investments



**\$135,000**

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

## Did you know?



**2600  
tonnes**

Australia's persimmon  
production remains steady,  
averaging 2600 tonnes per year  
in the five years to 2018/19



**\$10M**

The production  
value of Australian  
persimmons was  
\$10 million in  
2018/19



**40%**

Queensland grows the most persimmons  
in Australia (40 per cent of all  
production), with 25 per cent grown  
in Victoria, 20 per cent in New South  
Wales, 10 per cent in South Australia  
and five per cent in Western Australia

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories, for use by individual industries and the wider sector. The 2018/19 edition was released in early 2020 and, for the first time, features an interactive dashboard format for desktop users. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).



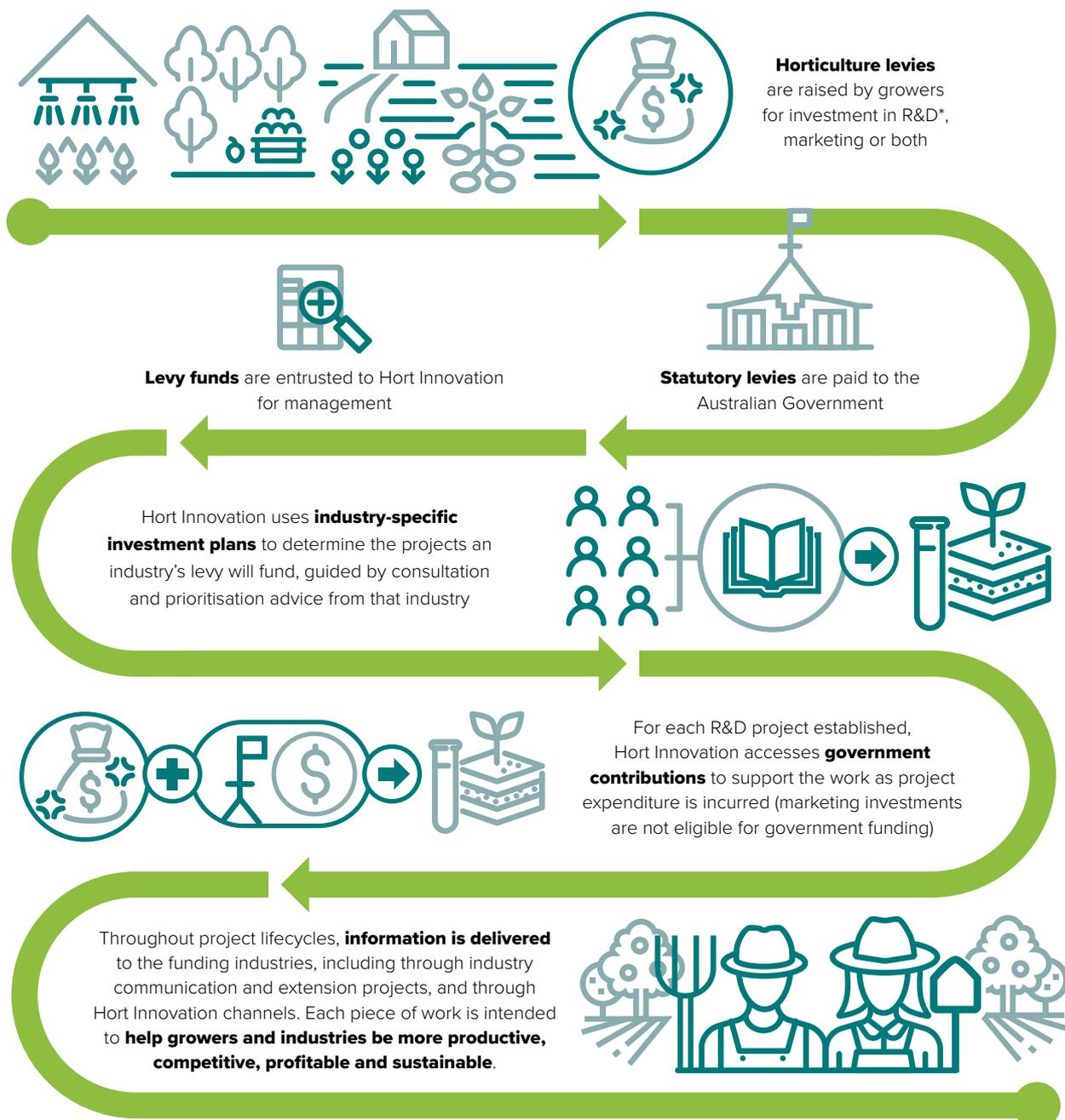
## Just some of the things delivered for you during the year:

- ✓ **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 (p7)
- ✓ **Ongoing work to deliver new varieties and rootstocks** to Australian persimmon growers (p7)
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast ([www.horticulture.com.au/webinars](http://www.horticulture.com.au/webinars)) and regular consumer attitude and behaviour information\* ([www.horticulture.com.au/impact-monitor](http://www.horticulture.com.au/impact-monitor))
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, [www.bit.ly/armyworm-podcast](http://www.bit.ly/armyworm-podcast)\*
- ✓ **A multi-pronged domestic marketing campaign** and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign\* ([www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food))
- ✓ **Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers)\*
- ✓ **Projects supported by grants** secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit Initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2019/20 for more\*

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

# Making investments in 2019/20

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



\* Encapsulating extension and international trade

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

## Investment planning and performance

During 2019/20, Hort Innovation continued to track investment expenditure against the Persimmon Strategic Investment Plan, while looking towards new developments in 2021. Access an at-a-glance copy of the current investment plan at [www.bit.ly/persimmon-plan](http://www.bit.ly/persimmon-plan).

### A performance analysis is coming

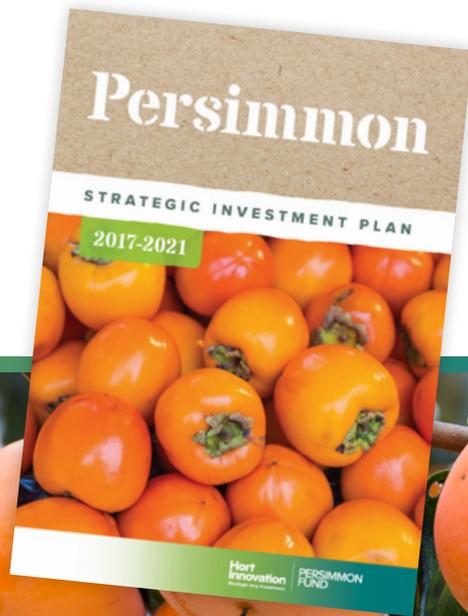
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for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

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

You can see how investment expenditure in the Hort Innovation Persimmon Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from [www.bit.ly/persimmon-investment](http://www.bit.ly/persimmon-investment). The analysis shows the allocation of funding against each of the persimmon plan's outcomes, and gives an indication of the projects that are aligned to each outcome.

### New ways of obtaining advice and setting priorities

In 2020/21, Hort Innovation will be implementing new ways of obtaining advice and setting priorities for industry investments. Renewed industry investment plans, plus new yearly (or as needed) program plans and new ways of consulting more broadly will mean more efficient investment and better outcomes for industry. Watch this space.



## R&D project list 2019/20

### NEW INVESTMENTS IN 2019/20

PR16000	Persimmon industry minor use program
PR16001	Persimmon industry extension and communication program
PR17000	National persimmon varietal evaluation program 2018-2023
MT18011	Ex-post impact assessment*
ST16006	Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017
ST17000	Generation of data for pesticide applications in horticulture crops 2018

\* This multi-industry project was a key monitoring and evaluation investment during 2019/20 – we encourage you to find the full details at [www.horticulture.com.au/mt18011](http://www.horticulture.com.au/mt18011)

### INVESTMENTS COMPLETED IN 2019/20

ST16008	AgVet collaborative forum
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## R&D report

Take a closer look at some of the key investments in the Hort Innovation Persimmon Fund during 2019/20. You can also 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 levy investments, such as fact sheets and guides.

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

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

Beginning in 2018 and ongoing through 2019/20, this investment is tasked with delivering superior and locally-adapted rootstocks for the Australian persimmon industry – suited to mainstay and new commercial varieties. It is also responsible for the continued import and evaluation of new persimmon varieties.

As part of its work, the project is 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.

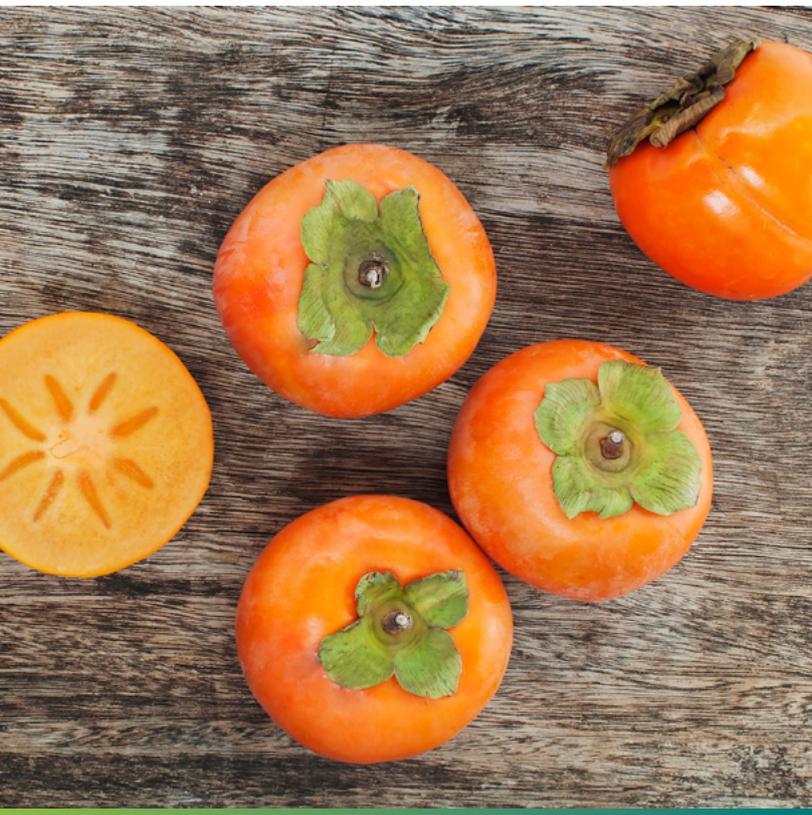
### ***Persimmon industry extension and communication program (PR16001)***

**Key research provider:** Persimmons Australia

Beginning in 2017 and ongoing, 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 at [www.persimmonsaustralia.com.au/login](http://www.persimmonsaustralia.com.au/login) if you do not currently have a login.
- » Facilitation of biennial industry field days and conference (not affected by COVID-19, as the 2019/20 event was held prior to the pandemic). 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 and 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.

These multi-industry projects are generating the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including persimmons. They include ***Generation of data for pesticide applications in horticulture crops 2018 (ST17000)*** and ***Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017 (ST16006)***, both of which are supported by grant funding through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

## 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 2019/20

During the 2019/20 financial year, successful renewals for PER14547, PER12488, PER14743 and PER13115 (issued as PER13445) were prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Persimmon industry minor use program (PR16000)**.

Meanwhile, a successful new permit, PER89215, and renewed permit PER13176 were issued in early 2020/21, with the applications submitted through the industry minor use program in the previous financial year.

Separately, fall armyworm – an incredibly destructive exotic pest – was detected on Australian shores for the first time in 2020. To support readiness and protect the horticulture sector, Hort Innovation was involved in securing emergency permits for crop protection chemicals, with all horticulture industries having at least one effective option available to them by the end of 2019/20. For the persimmon industry, PER89241, PER89293, PER89259 and PER89870 were obtained for this reason.

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



## Current permits

Below is a list of minor use permits for the persimmon industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
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
PER80374 Version 2	Bulldock (beta-cyfluthrin) / Custard apple, lychee, mango, persimmon / Various insect pests	01-Oct-15	31-Aug-22	Australian Lychee Growers' Association
PER13933 Version 2	Petroleum oil / Persimmon / Scale insects	01-Jan-13	30-Nov-22	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
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
PER13932 Version 2	Chlorpyrifos / Persimmon / Cluster grub	01-May-13	31-Mar-23	Hort Innovation
PER14547 Version 3	Chlorpyrifos (Lorsban) / Persimmon / Mealybug	13-Jul-14	31-Oct-21	Hort Innovation
PER13694 Version 2	Methidathion / Persimmon / Various insect pests	01-Oct-12	04-Feb-21	Hort Innovation
PER13176 Version 3	Shin Etsu MD Carmenta pheromone / Persimmon / Clearwing borer	30-Nov-12	31-Jul-23	Hort Innovation
PER88722	Clearwing borer mating disruption agent /Persimmon / Clearwing borer	28-Mar-20	31-Mar-23	Insense Pty Ltd
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom

[Continued >>](#)

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER14743 Version 3	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-Jun-14	30-Jun-25	Hort Innovation
PER12488 Version 3	Mancozeb / Persimmon / Cercospora leaf spot or angular leaf spot	27-Oct-10	31-Mar-25	Hort Innovation
PER13445 Version 3	Chlorothalonil / Persimmon / Cercospora leaf spot	22-Aug-12	31-Jul-25	Hort Innovation
PER14548 Version 2	Methomyl (Lannate-L) / Persimmon / Thrips	13-Jul-14	31-Jul-23	Hort Innovation
PER89293	Methomyl / Persimmon / Fall armyworm	10-Apr-20	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Various, including persimmon / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89259	Chlorantraniliprole (Coragen, Altacor and Altacor Hort Insecticide) / Pome fruit including persimmon / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including pome fruit and tropical and sub-tropical fruit crops (inedible peel) / Fall armyworm	21-Jul-20	31-Jul-23	Hort Innovation
PER89215	Fonicamid (MainMan) / Japanese persimmon / Mealybugs and suppression of juvenile thrips	12-Aug-20	31-Aug-23	Hort Innovation

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

**Keep up to date!** Find monthly minor use permit updates in our *Growing Innovation* e-newsletter. Sign up for free at [www.horticulture.com.au/sign-up](https://www.horticulture.com.au/sign-up).



## 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 the 2019/20 program.

### Influencer outreach

The marketing program collaborated with lifestyle influencer 84th&3rd to develop recipes and capture images and video that showed persimmons as part of an eye-catching grazing platter. This content was showcased via social media and the platter video was among the top performing posts of the campaign, being viewed 326,000 times.

### 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 Persimmons Australia Facebook ([www.facebook.com/persimmonsaustralia](http://www.facebook.com/persimmonsaustralia)) and Instagram (@persimmonsaustralia) channels to increase awareness and excitement about the season.

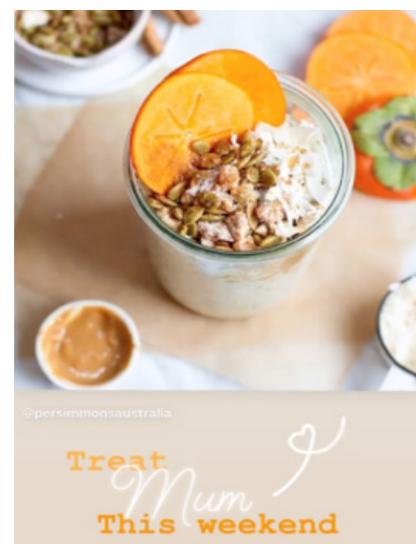
These posts included inspiring, beautiful imagery, as well as grower content and

delivered strong engagement. Both channels exceeded performance targets, with a combined total of more than three million opportunities for people to see persimmon content.

The best performing content was the video of the persimmons platter, netting a large amount of the reach for the entire campaign across both Facebook and Instagram. Outside of this, still imagery of fresh persimmons with educational messaging performed well.

### Events

Persimmon sampling had been planned to take place as part of the Tropical Fruit Exhibit in the Woolworths Dome at the Sydney Royal Easter Show in April. Unfortunately, the show was cancelled due to incoming restrictions from COVID-19. The budget from this event has been reallocated to next year's budget.



## Impact of COVID-19

Due to the unfolding COVID-19 situation, the industry's social media content calendar was reviewed to ensure that communications were appropriate in the current climate while continuing to inspire Australians to eat persimmons. With increasing interest in home cooking and health during this period, the review included the following decisions:

- » Refining the tone of voice to ensure contextual appropriateness (for example, no referencing 'entertaining with friends')
- » Ensuring messaging remained helpful and useful during social distancing / isolation periods, such as showcasing recipes great for freezing, or sharing tips on extending the life of fresh produce through proper storage techniques
- » Dialing up health messaging to educate consumers on the nutritional benefits eating persimmons can provide
- » Continuing educational messaging on selection, usage and storage ideas.





## THE GOOD MOOD FOOD

### THE GOOD MOOD FOOD

In 2019/20, Hort Innovation created The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, vegetables and nuts.

With the central message that these Aussie horticulture products are natural mood boosters, the campaign was developed to support the sector through the impacts of recent challenges including bushfires, drought, floods and of course COVID-19 – the effects of which continue to be felt in consumer spending and purchasing behaviour.

Initially running between May and November 2020, The Good Mood Food has been seen across the country on TV; in newspapers; on radio and music streaming services; online (including on YouTube and TV catch-up services); on social media; and via retail partnerships and advertising screens near supermarkets.

In July, 56 per cent of surveyed consumers said The Good Mood Food had positively influenced their shopping habits, and by the end of campaign's run, 98 per cent of all Australians were expected to be reached.

Learn more at [www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food).

## Financial statement

### Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
<b>OPENING BALANCE</b>	<b>32,117</b>	<b>15,981</b>	<b>48,097</b>
Levies from growers (net of collection costs)	80,886	54,234	135,121
Australian Government money	118,088	–	118,088
Other income*	1,218	562	1,779
<b>TOTAL INCOME</b>	<b>200,192</b>	<b>54,796</b>	<b>254,988</b>
Project funding	190,059	13,000	203,059
Consultation with and advice from growers	361	240	601
Service delivery – base	8,852	786	9,638
Service delivery – shared	21,903	1,129	23,032
Service delivery – fund specific	15,000	5,000	20,000
<b>TOTAL EXPENDITURE</b>	<b>236,175</b>	<b>20,155</b>	<b>256,330</b>
Levy contribution to across-industry activity	–	–	–
<b>CLOSING BALANCE</b>	<b>(3,867)</b>	<b>50,621</b>	<b>46,755</b>
Levy collection costs	11,642	7,451	19,093

\* Interest, royalties

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**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.**

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