



Banana Fund

Annual Report 2019/20

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

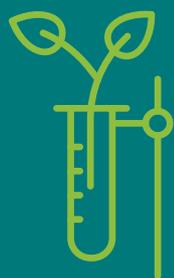
About the year

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 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.

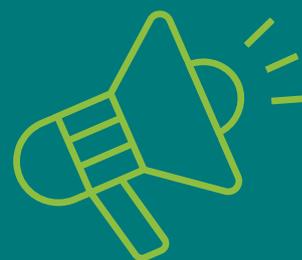
Through it all, though, activity in the Hort Innovation Banana Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was \$3.67 million invested in R&D for the industry (including into nearly 10 new projects), and some \$3.17 million in marketing. Read on for an overview of what was delivered.

2019/20 Banana Fund snapshot



\$3.67M

invested in R&D



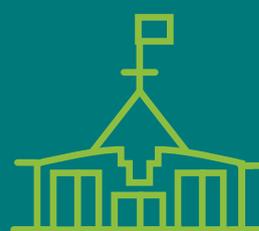
\$3.17M

invested in marketing



27

active R&D
investments



\$6.41M

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

Did you know?



4.5%

The production value of the banana industry grew at an average annual rate of 4.5 per cent over the five years to 2018/19



94%

94 per cent of Australia's bananas are grown in Queensland



96%

Australians love bananas, with 96 per cent of Australian households buying bananas in 2018/19

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.



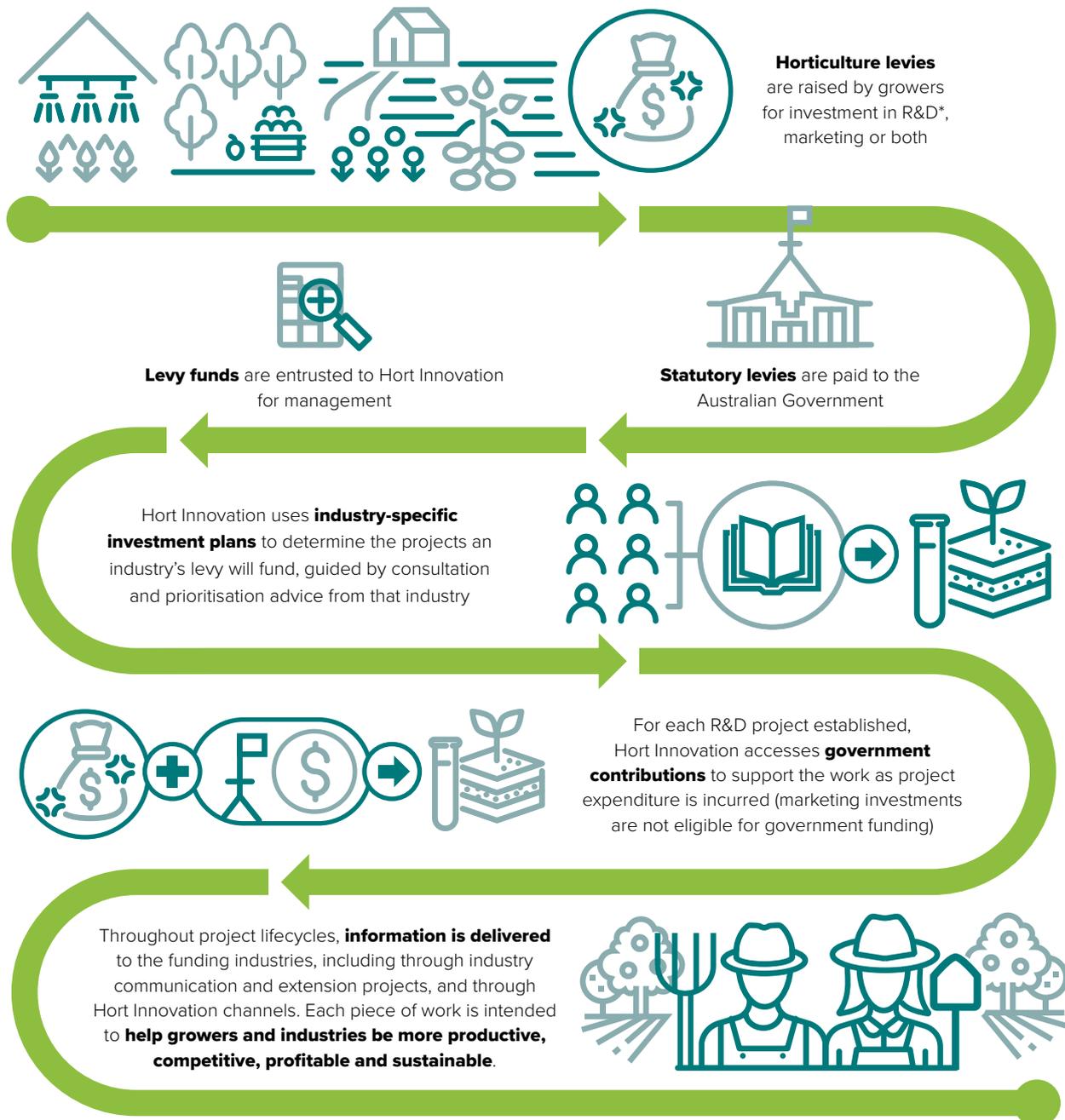
Just some of the things delivered for you during the year:

- ✓ **The Best Management Practices for Biosecurity online tool**, available at www.bmp.abgc.org.au
- ✓ **Industry communication and extension programs**, delivering the *Australian Bananas* magazine, e-bulletins, the www.abgc.org.au and www.betterbananas.com.au websites and more (p8, p9)
- ✓ **Continued work into plant protection**, including projects related to Fusarium wilt, plus banana bunchy top surveillance and education activities and the Banana Plant Protection Program (see from p7)
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast (www.horticulture.com.au/webinars) and regular consumer attitude and behaviour information (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*
- ✓ **The banana Harvest to Home dashboard** providing regular household purchase data and insight reporting, at www.harvesttohome.net.au
- ✓ **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)
- ✓ **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*
- ✓ **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 Banana 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 banana R&D and marketing levies were invested this way during the year, guided by the Banana Strategic Investment Plan and advice from the industry’s investment advisory panels.



To learn more about funding specific to the Hort Innovation Banana Fund, visit www.horticulture.com.au/banana. 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 Banana 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/banana-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/banana in 2021.

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

You can see how investment expenditure in the Hort Innovation Banana Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from www.bit.ly/banana-investment. The analysis shows the allocation of funding against each of the banana 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

BA18001	Australian banana industry communications program
BA19000	Banana outbound trade activities
BA19001	Banana consumer insights research*
BA19002	Understanding and managing latency in banana bunchy top virus symptom expression
BA19003	Banana Industry Congress 2021
BA19004	National banana development and extension program
MT19005	Horticulture trade data
MT19008	Strategic Agrichemical Review Process (SARP) updates
MT19012	Industry-specific impact assessment program

* This flagged project was both new and completed in 2019/20

ONGOING INVESTMENTS IN 2019/20

BA15001	Review of the national biosecurity plan for the banana industry
BA16001	Improved plant protection for the banana industry
BA16003	Banana industry minor use permit program
BA16005	Strengthening the banana Industry diagnostic capacity
BA16008	Banana strategic industry development manager
BA17002	Banana industry R&D coordination
BA17005	Management of banana pests and diseases in North Queensland
BA17006	Development of molecular markers for Fusarium wilt resistance in banana



ONGOING INVESTMENTS IN 2019/20 (continued)

BA18000	Banana bunchy top virus project, phase 4 – National surveillance and education
AM17010	Taste Australia trade shows [^]
MT17015	Consumer behavioural and retail data for fresh produce
MT18011	Ex-post impact assessment [†]
ST18001	Generation of data for pesticide applications in horticulture crops

[^] This investment is a parent program, under which further event-specific Taste Australia investments may sit

[†] 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

INVESTMENTS COMPLETED IN 2019/20

BA14014	Fusarium wilt Tropical Race 4 research program
BA15005	The Australian banana industry communications program
BA16007	National banana development and extension project
BA17003	Banana Industry Congress 2019
ST16008	AgVet collaborative forum

R&D report

Take a closer look at some of the key investments in the Hort Innovation Banana Fund during 2019/20. You can also visit www.horticulture.com.au/banana 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.

Fusarium wilt Tropical Race 4 research program (BA14014)

NOW COMPLETE

Key research provider: The Queensland Department of Agriculture and Fisheries

This investment, which ran from 2015 to 2020, built a strong foundation for the Australian banana industry to manage Fusarium wilt with minimal impact on production, by addressing three key areas: prevention, resilience and resistance.

For prevention: improving on-farm biosecurity using new tools

On-farm biosecurity is a crucial part of the strategy for managing Fusarium wilt in Australia, and this investment developed tools to help banana growers implement effective biosecurity practices.

The Quality Banana Approved Nursery (QBAN) scheme for banana planting material has been updated under this work, allowing banana growers to have greater confidence in the planting material used to establish new fields. Also, the Best Management Practices for Biosecurity online tool has been rolled out via www.bmp.abgc.org.au to allow growers to check their current practices and produce reports for their current situation.

Together, these outputs place Australian banana growers in a better situation to prevent the incursion of Fusarium wilt on their farms.

For resilience: establishing management practices to help suppress Fusarium and increase plant tolerance

By understanding how the Fusarium wilt organism produces spores, how it survives in the soil and how it uses alternative hosts, better management advice can be developed to assist in avoiding the spread of the disease. The foundations for understanding the epidemiology of Fusarium wilt have been built in this project, resulting in a greater understanding of the

infection process and how inoculum can build up in the soil, such as during the desiccation of the bananas or other plant material.

The research team established a benchmark for maintaining healthy plants by identifying the core microbiome of bananas where there is a relatively stable microbial community, which promotes healthy plant function. In systems where this healthy state can be maintained or enhanced there is slow progression of Fusarium wilt, and plants appear asymptomatic. There are strong indications this occurs in north Queensland banana soils which have a higher clay content, increased vegetative ground cover and where nitrogen fertilisers are not overused.

There may be other practices that promote the healthy balance, which can further enhance the resilience of the banana production system. However, there are also 'disruptors' that enhance the expression of Fusarium wilt in susceptible cultivars.

Disruptors can be environmental stresses imposed on the plant such as weather extremes, heat, cold, waterlogging and drought, and those imposed by management practices, such as nutritional deficiencies, excessive nitrogen, poor soil management, soil acidity, loss of microbial diversity and tillage.

The research found that all plants found within banana plantations have the potential to host Fusarium wilt if the level of inoculum is great enough. However, the progress of re-infection can be slowed either by reducing inoculum or enhancing microbial competition. *Fusarium spp.* have been found to be a dominant component of the banana microbiome and it is when the microbial competition is reduced that pathogens like Fusarium wilt can dominate the soil microbial community, rapidly re-infecting plants and causing disease.

For resistance: evaluating and using resistant cultivars

Banana cultivars with enhanced resistance are a key component in continuing banana production where TR4 has become widespread. This research has demonstrated that it is possible to have a relatively low budget banana breeding

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and selection program within Australia using currently available resources. This work is commencing with cultivars that have shown some resistance to TR4 and then selecting plants with improved agronomic characteristics. This approach has been successful in fast tracking banana lines with potential suitability for the Australian market that have productivity equivalent to Williams, but with enhanced TR4 resistance.

The cultivars that were successfully used to produce new lines, GCTCV119, CJ19 and GCTCV215, and tested against TR4, all retained their resistance to the disease. This demonstrated that the lack of Cavendish banana cultivars with resistance to TR4 is not the greatest constraint to the development of cultivars, but rather is their agronomic suitability for the Australian banana market. Subsequently, greater success in developing suitable banana cultivars could be achieved by screening of plants that have known resistance to TR4, based on improved agronomy in north Queensland and then confirmation of their resistance to TR4 in the Northern Territory.

Understanding the role of latency in banana bunchy top virus symptom expression (BA19002)

NEW IN 2019/20

Key research provider: The Queensland Department of Agriculture and Fisheries

Beginning in early 2020, this investment carries on from previous levy-funded work for the industry which revealed that any relaxation of current bunchy top control procedures is likely to result in a significant increase in the disease, and highlighted the importance of confining the disease to its current distribution. This earlier work also identified gaps in the knowledge of how bunchy top spreads and infects banana plantations, which this subsequent project is addressing in order to improve the Australian banana industry's banana bunchy top control program.

Key activities for this investment include:

- » Investigating possible latency (long delays in the expression of symptoms), which could explain recurrent infection on farms after long intervals
- » Assessing and improving the efficacy of current eradication practices through a better understanding of the timing of disease spread from infected plants
- » Investigating a possible role of alternative hosts of banana bunchy top virus.

For more information on banana bunchy top virus and current management strategies, see www.abgc.org.au/banana-bunchy-top.



Banana industry communications program (BA18001)

NEW IN 2019/20

Key research provider: Australian Banana Growers' Council

Following now-concluded investment *The Australian banana industry communications program (BA15005)*, this new work is responsible for keeping Australian banana growers informed about industry R&D and other news and developments in a timely way. The goal is to facilitate the uptake of new information, technologies and practices – in turn helping growers forge more productive, profitable and resilient businesses.

The program produces and maintains key communication channels, including but not limited to:

- » The tri-annual *Australian Bananas* magazine (www.abgc.org.au/australian-bananas-magazine)
- » Industry e-bulletins, sent at least monthly, with editions available at www.abgc.org.au/grower-e-bulletins
- » The Australian Banana Growers' Council website, www.abgc.org.au, which is updated regularly with content
- » Social media, including the Australian Banana Growers' Council Facebook page (www.facebook.com/AustBananaGrowers) and industry Twitter account (www.twitter.com/banagrowers)
- » SMS notifications and phone calls to growers, used for urgent industry updates
- » Video content to help convey information to growers, available through the Australian Banana Growers' Council YouTube page (www.bit.ly/abgc-youtube).

The project is also responsible for media relations services, creating and distributing media releases and fielding media enquiries on behalf of the industry. As well, it assists in creating posters, fact sheets and other materials in conjunction with the industry's extension program.

To access information and resources relating to past project BA15005 visit, www.bit.ly/ba15005.

National banana development and extension program (BA19004)

NEW IN 2019/20

Key research provider: The Queensland Department of Agriculture and Fisheries (for the tropical component) and NSW Department of Primary Industries (for the subtropical component)

This industry development and extension investment has two components working closely together to form a national program: a tropical component specific to the Queensland banana industry, and a subtropical one for New South Wales and Western Australian production regions.

The work follows the now finished **National banana development and extension project (BA16007)** and are tasked with helping deliver the outcomes of levy-funded and other R&D back to the banana industry, to help growers access and implement new information, technologies and approaches, and make better decisions for their businesses.

The program's activities involve industry development officers delivering:

- » The Better Bananas website (www.betterbananas.com.au)
- » National banana roadshow events, held biennially
- » Field walks and industry workshops
- » Industry meetings and tours, including NextGen young banana grower group activities
- » Grower training activities
- » Resources, including fact sheets, videos and articles for *Australian Bananas* magazine
- » Direct engagement with growers and others in the banana supply chain
- » Innovative field trials and other research activities.

As a result of the COVID-19 pandemic, the project team begun taking a flexible approach in delivering face-to-face activities such as roadshows, field walks and industry meetings. Digital communication tools such as Zoom are being used to communicate with growers and physical distancing protocols are being put in place where it is possible for activities to continue as planned.

For more information on the activities and resources of previous project BA16007, visit www.bit.ly/ba16007.

Banana Industry Congress 2019 (BA17003)

NOW COMPLETE

Key research provider: Australian Banana Growers' Council

This investment supported the 13th Australian Banana Industry Congress, held in early 2019 on the Gold Coast. The Congress is a biennial event for the Australian banana industry and in 2019 helped to deliver research outcomes back to growers, along with insights into other latest developments and technologies, and information on current international and domestic work on TR4.

Banana outbound trade mission (BA19000)

NEW IN 2019/20

Key research partner: Australian Banana Growers' Council

This investment supported the attendance of banana industry representatives and growers at the 2019 Asia Fruit Logistica trade show, under the Taste Australia banner.

Taste Australia is the whole-of-horticulture brand used to increase the profile, sales and consumption of premium Australian horticulture products in export markets, and is a central component of Hort Innovation's Hort Frontiers Asian Markets Fund.

Attendance at Hong Kong's Asia Fruit Logistica was a chance for the industry to raise international awareness of Australian bananas with buyers and decision makers. The trade mission also involved retail visits and other international networking.

Banana consumer insights research (BA19001)

NEW IN 2019/20 & NOW COMPLETE

Key research provider: Edentify

Running between 2019 and 2020, this project undertook research into consumer perceptions and attitudes towards bananas. The research involved identifying triggers and barriers to purchase, advertising effectiveness and quality and taste expectations of bananas.

Some key findings from this project were:

- » The intention to purchase bananas remains extremely high, especially among families with children
- » Due the impacts of COVID-19, there has been a decrease in shopping trips, but an increase in the number of bananas purchased per trip

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- » Consumer perceptions of bananas are largely positive, with bananas frequently associated with the phrases such as ‘good nutritional value’, ‘good taste’, ‘happy’ and ‘high energy’
- » Over two-thirds of shoppers are satisfied with the quality of bananas available in store
- » The industry’s marketing campaigns remain effective, with 65 per cent of people surveyed likely to take some form of action after seeing Australian Bananas ads.

These project findings will be used to inform future Hort Innovation Banana Fund marketing activities and will be available as insights for the banana industry at large. To access the project’s full consumer research report, visit www.bit.ly/ba19001.

Improved plant protection for the banana industry (BA16001) and Strengthening the banana industry diagnostic capacity (BA16005)

Key research provider: The Queensland Department of Agriculture and Fisheries, in collaboration with several organisations

Project BA16001 represents the ongoing Banana Plant Protection Program. Its work focuses on access to and evaluation of banana varieties with improved pest and disease traits; access to clean planting material that has been pathogen tested; enhancing the diagnostic capacity for endemic and exotic threats; and improving integrated pest and disease management.

It works closely with the project BA16005, which is focused on growing the industry’s ability to detect and identify emerging endemic and exotic plant pathogens. Along with diagnostic work, BA16005 is increasing knowledge of the biology and spread of key diseases, and developing and testing eradication strategies.

Development of molecular markers for Fusarium wilt resistance in banana (BA17006)

Key research provider: The University of Queensland

Fusarium wilt – particularly that caused by Tropical Race 4 (TR4) of the Fusarium pathogen – threatens the viability of commercial banana production in Australia, and worldwide. Once present in a plantation, the fungus persists in the soil or in alternative hosts and cannot be eradicated, and there are no known chemical controls. This leaves genetic resistance as the only viable option for Fusarium control.



To help in the identification of disease-resistant banana varieties, this investment began in 2019 to develop molecular markers that are associated with different sources of genetic resistance to Fusarium wilt in banana. Once available, these molecular markers will allow screening and selection of resistant germplasm for introduction into Australia.

Banana bunchy top virus project, phase 4 – national surveillance and education (BA18000)

Key research provider: Australian Banana Growers’ Council

With banana bunchy top virus the most serious viral disease of bananas, this ongoing investment plays an important role in controlling the disease in Australia. Project activities are designed to protect uninfested areas; limit and remove infestation from farms and then protect from reinfestation; and to reduce the disease range.

The program’s ongoing strategy involves risk-based surveillance and plant roguing, conducted by surveillance teams. The regularity of farm inspections is based on the frequency and intensity of prior infections on properties.

The investment also involves a suite of awareness activities, with an education program designed to enhance the involvement of growers, consultants and other relevant partners in bunchy top management.

If you suspect bunchy top virus is present on your property, call David Peasley on 0427 126 245.

Management of banana pests and diseases in North Queensland (BA17005)

Key research provider: Australian Banana Growers' Council

Running since 2018, this investment supports an Australian Banana Growers' Council Plant Health Officer to assist North Queensland banana growers in containing and managing significant pests and diseases, and to help in the early detection of exotic pests and diseases. The role involves conducting surveillance, education, awareness and guidance activities with growers, and other biosecurity-related activities.

Review of the National Biosecurity Plan for the Banana Industry (BA15001)

Key research provider: Plant Health Australia

This investment is responsible for updating the industry's biosecurity plan. The plan is a top-level document that identifies high-priority endemic and exotic pests and diseases, along with the risk mitigation activities required to reduce their biosecurity threat. The current banana biosecurity plan is available from Plant Health Australia at www.planthealthaustralia.com.au/bananas.



Banana industry R&D coordination (BA17002)

Key research provider: Australian Banana Growers' Council

This project continues to support the role and activities of the Australian Banana Growers' Council R&D Manager, Dr Rosie Godwin.

Working to coordinate the industry's R&D efforts (particularly around Panama TR4), this role includes facilitating beneficial collaborations between research projects, providing technical input into the development and conduct of projects, and acting as a key point of contact for industry R&D.

Dr Godwin also works with industry communication and extension initiatives to help the transfer of project findings and information to growers.

Banana strategic industry development manager (BA16008)

Key research provider: Australian Banana Growers' Council

This investment supports the role and activities of Industry Strategy Manager (ISM) Michelle McKinlay within the Australian Banana Growers' Council. The ISM role works with growers to develop, implement and respond to industry-related strategies and policies, and provides support for the adoption of new practices to align with these strategies.

The project has a particular focus on biosecurity and the environment – two priority areas identified in the Banana Strategic Investment Plan. This dual focus responds to the banana industry's need to both be prepared for exotic pest and disease incursions, and to adopt best management practices on-farm to improve the water quality of the Great Barrier Reef.

Look out for the project's 'Under the Microscope' articles in the *Australian Bananas* magazine, which are all about identifying high-priority pests and diseases, as well as updates on water considerations.

Consumer behavioural and retail data for fresh produce (MT17015)

Key research provider: Nielsen

This multi-industry investment provides regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform (www.harvesttohome.net.au).

The platform has a dedicated dashboard for bananas, making data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain

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partners in decision-making for their businesses and, for the wider industry, the data and insights are available to support strategic activities, as well as Hort Innovation Banana Fund marketing plans.

Banana industry minor use program (BA16003)

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 banana 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 p13.

All current minor use permits for the industry are searchable at 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.

Generation of data for pesticide applications in horticulture crops (ST18001)

Key research providers: Peracto

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.

This multi-industry project continues to generate the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including bananas.

Strategic Agrichemical Review Process (SARP) updates (MT19008)

NEW IN 2019/20

Key research provider: AGK Services

This short investment is facilitating a 2020 Strategic Agrichemical Review Process (SARP) for several horticulture industries, including the banana industry. Providing an updated view of current priorities and gaps regarding pest, disease and weed control, the completed banana SARP report will assist in directing ongoing efforts to ensure the availability of and access to effective chemical controls. This may relate to pursuing chemical registrations with agrichemical companies, or minor use permits.

Impact assessment work

During 2019/20, Hort Innovation engaged independent consultants to evaluate the impact of our R&D investments. This included looking across a random sample of all Hort Innovation R&D projects completed in the 2018/19 financial year, plus a specific look at the impact of work within the Hort Innovation Banana Fund. The assessments revealed a range of economic, social and environmental benefits being generated for growers, supply chain participants and the community at large. The results also highlighted the value of these benefits in monetary terms.

Results and information on the whole-of-R&D impact assessment, facilitated through the project **Ex-post impact assessment (MT18011)**, can be found at www.horticulture.com.au/mt18011. The work specific to the Banana Fund took place through the **Industry-specific impact assessment program (MT19012)**. Information on the results, plus the full assessment documents, will soon be available via www.horticulture.com.au/banana.



Minor use permits

The Hort Innovation Banana 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-banana.

Permits in 2019/20

During the 2019/20 financial year, successful renewals for PER9409, PER14850 and PER14237 and a successful new permit application for PER88359 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Banana industry minor use program (BA16003)**. A further permit renewal, for PER14240, was applied for during the year and granted just inside the 2020/21 period.

Meanwhile, 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 banana industry, PER89241 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 banana industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER9409 Version 3	Sulfur dust / Banana bunches / Mites (NSW and QLD only)	01-Oct-06	30-Sep-24	Hort Innovation
PER14850 Version 4	Glyphosate, imidacloprid and paraffinic oil / Bananas / Destruction of banana plants and control of susceptible disease vectors	01-Oct-14	01-Oct-14	Hort Innovation
PER87164 Version 2	Dimethoate / Specified citrus and tropical and sub-tropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	01-Mar-19	31-Mar-24	Hort Innovation
PER14235	Rattoff zinc phosphine bait sachet / Banana plantations / Roof or black rat and Mice	01-Jul-13	30-Jun-23	Australian Banana Growers' Council (ABGC) C/ AgAware

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PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER14239	2,4-D (Amicide)/ Cavendish bananas/ Destruction of banana suckers (NSW only)	01-Jul-13	30-Jun-23	ABGC C/ AgAware
PER14240 Version 3	Chlorpyrifos / Banana / Sugarcane bud moth, banana scab moth, banana rust thrips, mealy bugs and caterpillars	28-Jun-13	30-Sep-22	Hort Innovation
PER81199	Mancozeb (Tatodust) / Banana bunches / Banana fruit speckle disease	27-Oct-15	31-Mar-21	ABGC
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER14966 Version 3	Ethephon / Bananas / Pseudostem injection for crop timing management	23-Dec-14	31-Aug-23	ABGC C/Hort Innovation
PER14237 Version 3	Diesel Distillate / Bananas / Removal of unwanted suckers (NSW, QLD, WA and NT)	01-Dec-13	31-Dec-24	Hort Innovation
PER86485	Didecyl dimethyl ammonium chloride (Agrcrop Steri-Max Biocide) and benzalkonium chloride (Bactex CF Santiser and Agriquat Disinfectant-Santizer-Deodrant) / Banana – sanitising and decontamination of surfaces and equipment / Panama disease (<i>Fusarium oxysporum f. sp. Cubense Race 4</i>)	12-Jul-18	31-Jul-23	Hort Innovation
PER87198	Spinetoram (Success Neo) / Bananas / Banana rust thrips, banana flower thrips, flower eating caterpillars (sugarcane bud moth and scab moth) – bell injection	05-Feb-19	28-Feb-24	Hort Innovation
PER88359	Imidacloprid + Spirotetramat (Movento Energy) / Bananas / Banana aphid (to control banana bunch top virus vector)	15-Dec-19	31-Dec-22	Hort Innovation
PER89241	Spinetoram / Various including bananas / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including banana / Fall armyworm	21-Jul-20	31-Jul-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. 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.

Marketing report

Hort Innovation is responsible for investing the banana marketing levy into a range of activities to drive frequency of purchase and consumption, under the Hort Innovation Banana Fund. Read on for a snapshot of activities and results from the 2019/20 marketing program.

The Australian Bananas marketing program aims to increase domestic demand for Australian bananas by sustaining their position as the country's number one snack and by growing banana consumption throughout morning occasions. 2019/20 marked the second year out of three for the 'Peel Good, Feel Good' campaign for Australian Bananas and there were a number of activities undertaken.

Television

Television played a key role in driving mass awareness of Australian Bananas and ensuring key messages were established in both metro and regional markets. Television is vital in ensuring mass market awareness of Australian Bananas and therefore made up around 50 per cent of the entire marketing campaign for 2019/20. Television activity was staggered in six bursts across the campaign, with metro markets the focus in the first half, and regional markets the focus in the second half.

Spots were secured across several key metro and regional networks including Seven, Nine, Ten, WIN, Southern Cross Austereo (SCA) and Prime. The campaign took advantage of premier programs with large audiences such as *Married at First Sight*, *The Block*, the 2019 Ashes series, the Australian Open, *My Kitchen Rules: The Rivals*, *I'm a Celebrity Get Me Out Of Here!*, *Australian Survivor* and *Dancing with The Stars*. This promotion was bolstered with Australian Bananas being featured in a strong news and current affair programming including *Seven News*, *Nine News*, *60 Minutes*, and *A Current Affair* as well as *Sunrise*, *The Project* and *The Today Show*.

The aim of the campaign was for at least 40 per cent of the target audience to see the ad at least two times and the campaign successfully hit every goal in market across the six bursts.

Digital

Supporting the television campaign, digital activity was run in two large bursts, the first from August to November 2019 and the second from January to June 2020. During the second burst, digital activity was increased as a result of the COVID-19 pandemic as marketing levy spend was reallocated from investments that became less impactful, such as billboards and cinema ads. This allowed the Australian Bananas campaign to be flexible and ensure that messaging was reaching consumers in the most effective way possible.

The strategy consisted of six- and 15-second Australian Bananas video ads being played across catch-up television services, as well as six-second bumper ads shown on YouTube. This approach enabled the Australian Bananas campaign to capture younger audiences which is vital for expanding consumption for the industry. All channels surpassed the aim of a 70 per cent completion rate (viewers watching until the end) and 70 per cent viewability (viewers who see the ad). For the second half of the year, the catch-up television strategy had an overall completion rate of 95 per cent and a viewability rate of 91 per cent while serving out over 4,965,138 opportunities for people to see the content.

Cinema

Cinema advertising was included to drive consideration for bananas and reinforce the creative message. It also provided

incremental reach to audiences beyond that of TV alone, as well as the ability to target main audiences by selecting titles appealing to them. This activity involved the 15-second Australian Bananas ads reaching the young family audience by being played before titles such as *Angry Birds 2*, *Frozen 2*, *Jumanji*, and *Dr Doolittle*, while the ‘young traditional’ audience was targeted through *JoJo Rabbit*, *The Gentlemen*, and *The Joker*. Another burst of cinema activity had been planned for April 2020, however this was removed due to COVID-19 restrictions. More than 1.1 million people were reached through the activity that did go ahead.

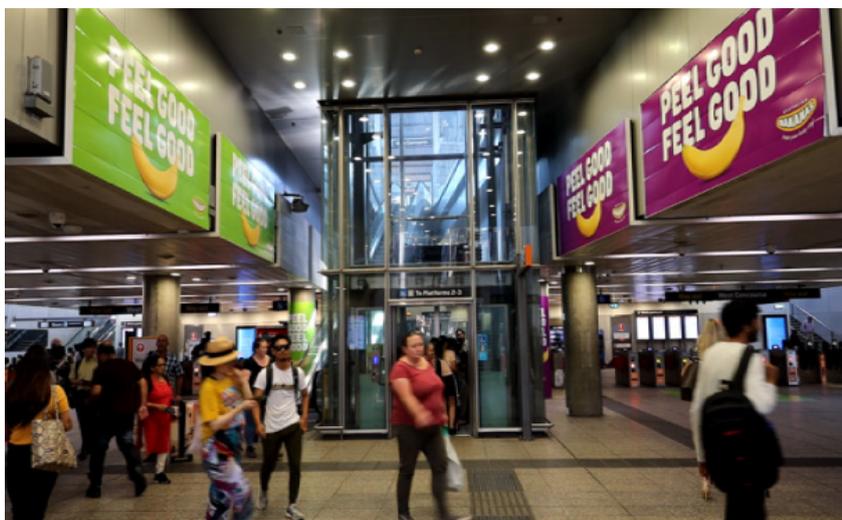
Out of home

To extend reach and drive frequency of key messages, the campaign invested in two large bursts of out of home advertising from August to November 2019 and January to May 2020.

Australian Bananas ads were placed on transit panels, retail panels to increase consumer consideration close to the point of purchase, street panels and gyms. With COVID-19 restrictions limiting movement, the campaign moved away from transit, street and gym executions towards the end of the second burst of activity.

For retail panels, the campaign reached an audience of 9.8 million shoppers, exceeding the campaign target. Retail remains an important channel for the campaign, as research has shown that foot traffic in grocery buying environments remains stable.

Through transit advertising placements, the Australian Bananas campaign created impact with the eye-catching ‘Peel Good, Feel Good’ creative, using bold images in bright colours for maximum effect. This approach was used in the campaign takeover of Sydney’s Parramatta train station at the end of January to coincide with back to school/work time, as well as the iconic Sydney Northern Beaches B-line busses. The reach of this activity was 8.9 million people.



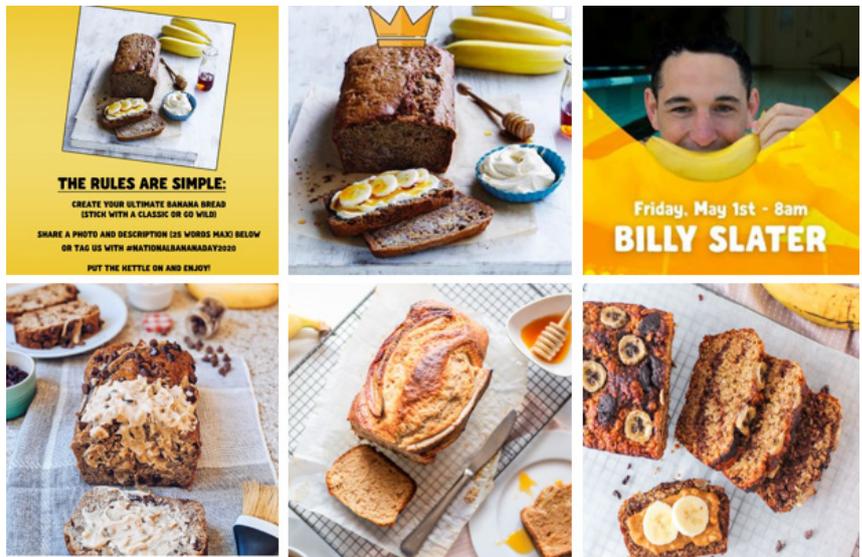
For the gym component of this activity, consumers were targeted during their morning visit (when two thirds of gym users head to the gym). Messages were tailored towards health and fitness, in line with the key messages of the broader campaign. This reached an audience of 6.5 million gym visitors.

Social media

The objective of the social media activity was to consistently remind target audiences to purchase Australian Bananas in a fun, engaging and disruptive way. The ‘always on’ approach ensured Australian Bananas remained top of mind for consumers whenever they were online.

2019/20 was a strong year for Australian Bananas on social media, delivering more than six million post engagements and 51.8 million impressions (opportunities to see the content) in the second half of the campaign across Facebook (www.facebook.com/AustralianBananas) and Instagram (@australianbananas). The channels continued to see high engagement rates owing to the creative and topical strategy employed.

Also in social, TRIBE, an influencer marketing platform, was used to reach and inspire a younger audience by showcasing Australian Bananas as a feel-good snack. The content created by a range of micro-influencers was posted on their social channels as well as the Australian Bananas own Instagram.



Audio

The Australian Bananas iconic jingle returned to radio between January and May 2020, appearing across ARN and Nova networks nationally and reaching one million listeners. Radio advertising was complemented by on-demand audio service Spotify, where six-second bumper ads were served to listeners, reaching a further one million listeners.

Public relations (PR)

The objective of the PR campaign was to generate earned media coverage through the supply of recipes, facts and interviews to press. The total combined reach of the resulting activity

was a standout 438 million. Australian Bananas continued to leverage ambassadors Billy Slater and nutritionist Susie Burrell to gain mass awareness through mainstream media networks.

The second National Banana Day, held on 1 May 2020, was conducted online due to pandemic restrictions. Australian Bananas relaunched the theme of the event to ensure that as many people could get involved as possible. 'Australia's Best Banana Bread Bake-off' leveraged the at-home baking trend that emerged during lockdown. Over 200 entries were received from the public and the activity generated 313 pieces of coverage reaching 16,235,751 people, eclipsing last year's campaign

results. Standout coverage was secured on TV with 9 News, 10 Daily, and in print in *The Herald Sun* and on the ABC radio network.

Bounty Bags

Bounty Bags are distributed in hospitals nationwide to approximately 250,000 new mums each year. Each bag includes an Australian Bananas branded banana case and a leaflet explaining the benefits of bananas as both a 'one handed snack' for new mums, and as a baby's first food.

Other varieties

Planned product sampling of Lady Finger bananas throughout national retailers in April had to be cancelled due to pandemic restrictions. Information on other varieties could, however, be found within social posts, the website and recipes provided to press throughout the year.

The Australian Bananas website

The Australian Bananas website (www.australianbananas.com.au) has continued to grow since its 'Peel Good,

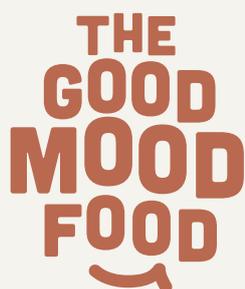
Feel Good' refresh. Over 260,000 visitors have viewed the website including traffic that has been driven by the social and PR strategy.

Impact of COVID-19

Several planned campaign activities became less relevant as less people travelled into work due to the COVID-19 pandemic, such as activations in gyms, cinemas and transit panels. The investment into these activities from March to June 2020 were redirected into channels that delivered reach and cut through to target audiences. This largely meant replanning the campaign from

out-of-home channels to channels such as digital and social which saw a surge of consumption.

Consumer preference during this time remained strong for products that addressed health and immunity, and this sentiment was built into the messaging of the Australian Bananas campaign. Taste and convenience were also important shopping criteria as more and more meals were prepared at home.



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.



Financial statement

Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
OPENING BALANCE	916,460	(103,426)	813,033
Levies from growers (net of collection costs)	2,049,508	4,363,640	6,413,148
Australian Government money	2,120,510	–	2,120,510
Other income*	15,586	8,915	24,501
TOTAL INCOME	4,185,604	4,372,555	8,558,159
Project funding	3,669,820	3,168,475	6,838,295
Consultation with and advice from growers	18,304	11,435	29,738
Service delivery – base	165,400	145,223	310,622
Service delivery – shared	237,497	208,525	446,022
Service delivery – fund specific	150,000	190,000	340,000
TOTAL EXPENDITURE	4,241,020	3,723,657	7,964,677
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	861,044	545,471	1,406,515
Levy collection costs	10,144	21,238	31,382

* Interest, royalties

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