



# Cherry Fund

Annual Report 2019/20



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

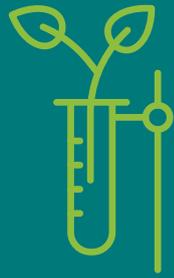
## About the year

**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.

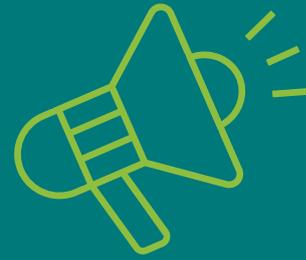
**Through it all, though, activity in the Hort Innovation Cherry Fund remained strong.** While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was close to \$688,000 invested in R&D for the industry, and some \$129,000 in marketing. Read on for an overview of what was delivered.

## 2019/20 Cherry Fund snapshot



**\$688,000**

invested in R&D



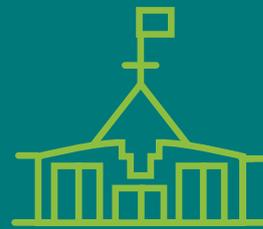
**\$129,000**

invested in marketing



**20**

active R&D  
investments



**\$832,000**

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

## Did you know?



**12%**

The cherry industry's  
production grew at an  
average annual rate  
of almost 12 per cent over  
the five years to 2018/19



**25%**

Recent industry growth  
has been driven by  
exports, with 25 per cent  
of production volume  
exported in 2018/19



**4**

Cherry production  
occurs in four key states:  
New South Wales,  
Victoria, Tasmania  
and South 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).



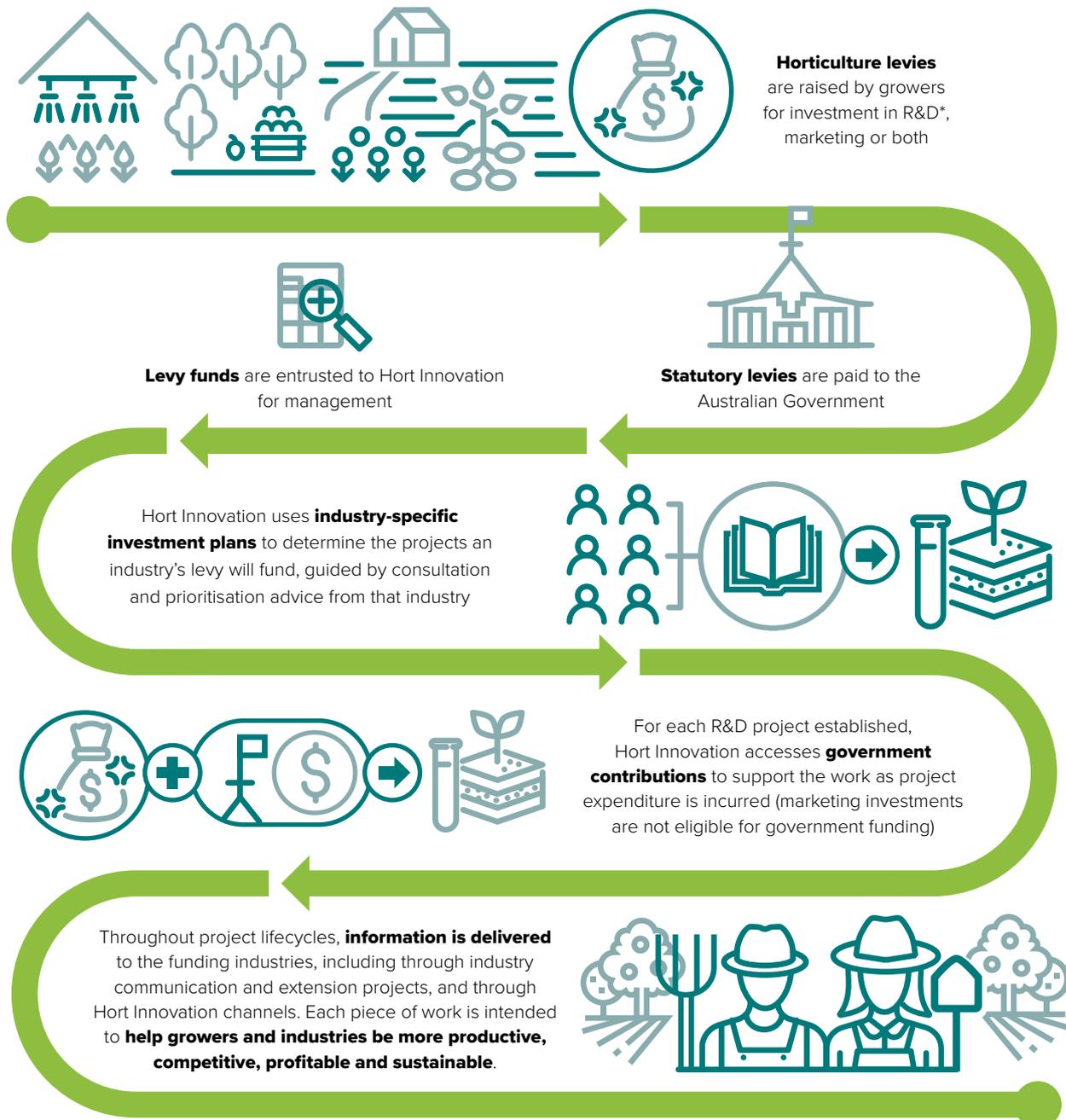
## Just some of the things delivered for you during the year:

- ✓ **The industry's new market access and trade development program** (p7) which delivers export readiness training for growers and much more
- ✓ **A host of collaborative multi-industry programs to tackle biosecurity issues** such as Xylella and Queensland fruit fly (see from 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)\*
- ✓ **The cherry Harvest to Home dashboard** providing regular household purchase data and insight reporting, at [www.harvesttohome.net.au](http://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](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 Cherry 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 cherry R&D and marketing levies were invested this way during the year, guided by the Cherry Strategic Investment Plan and advice from the industry’s investment advisory panel.



To learn more about funding specific to the Hort Innovation Cherry Fund, visit [www.horticulture.com.au/cherry](http://www.horticulture.com.au/cherry). 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 Cherry 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/cherry-plan](http://www.bit.ly/cherry-plan).

### A performance analysis is coming

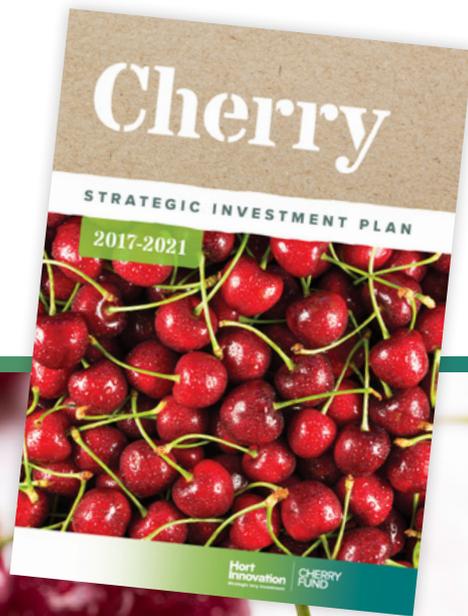
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for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

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

You can see how investment expenditure in the Hort Innovation Cherry Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from [www.bit.ly/cherry-investment](http://www.bit.ly/cherry-investment). The analysis shows the allocation of funding against each of the cherry 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

CY18002	Market access and trade development
CY19000	Cherry industry MRL compliance training*
CY19003	Cherry export strategy
MT19005	Horticulture trade data

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

### ONGOING INVESTMENTS IN 2019/20

CY16005	Cherry industry minor use permit program
CY16010	Review of the National Biosecurity Plan for the cherry industry and development of a biosecurity manual for cherry producers
AM17001	Developing a national systems approach for meeting biosecurity requirements to access key Asian markets
AM17010	Taste Australia trade shows <sup>^</sup>
FF18003	SITplus: Port Augusta Qfly SIT factory pilot operation
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)
MT17006	Xylella coordinator
MT17015	Consumer behavioural and retail data for fresh produce
MT18011	Ex-post impact assessment <sup>†</sup>
ST16006	Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017

<sup>^</sup> This investment is a parent program, under which further event-specific Taste Australia investments may sit

<sup>†</sup> 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

CY16004	Export readiness and market access
CY16009	Methyl bromide disinfection of cherries for Queensland fruit fly (Qfly)
MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, <i>B. tryoni</i>
MT16010	Horticultural trade data 2017-19
MT17005	Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila ( <i>Drosophila suzukii</i> )
ST16008	AgVet collaborative forum



## R&D report

Take a closer look at some of the key investments in the Hort Innovation Cherry 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/cherry](http://www.horticulture.com.au/cherry) as they become available.

### Cherry market access and trade development (CY18002)

NEW IN 2019/20

**Key research provider:** Cherry Growers Australia

Beginning in late 2019, this investment continues the work of the now-completed project **Export readiness and market access (CY16004)**. Like its predecessor, it is designed to help growers in taking advantage of existing, new and emerging export opportunities.

Key project activities include, but aren't limited to:

- » Supporting the development of training materials and events for growers, packers and exporters on the requirements for export to markets of interest
- » Facilitating the registration and audit of export facilities
- » Developing and implementing a monitoring and management program for a range of pests and diseases of quarantine concern.

The project is also responsible for maintaining a biosecurity management plan and the industry's export manual, facilitating in-bound visits from trade markets and supporting industry attendance at international trade shows (with the latter activities paused under COVID-19 conditions).

For more information on the work or to access copies of the Cherry Export Manual, contact Tom Eastlake at [president@cherrygrowers.org.au](mailto:president@cherrygrowers.org.au) or the general Cherry Growers Australia contact at [office@cherrygrowers.org.au](mailto:office@cherrygrowers.org.au).

To learn more about completed investment CY16004, visit [www.bit.ly/cy16004](http://www.bit.ly/cy16004).

### Cherry export strategy (CY19003)

NEW IN 2019/20

**Key research provider:** McKinna et al

This investment is updating the export strategy for cherries in collaboration with key stakeholders in industry and government. By identifying, sizing and prioritising opportunities for the industry in international markets, this project will provide the cherry industry with the information needed to guide activities, including future investment into export initiatives.

Specifically, the project aims to:

- » Identify the long-term strategic export objectives for the cherry industry and create a single resource for industry that outlines these priorities
- » Identify and rank market access and growth opportunities for each international market to guide investment of effort over a five- to 10-year timeframe
- » Improve the cherry industry's understanding of international competitors.

### Methyl bromide disinfestation of cherries for Queensland fruit fly (Qfly) (CY16009)

NOW COMPLETE

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

In this project, which ran from 2017 to 2020, researchers conducted trials on the use of methyl bromide as a post-harvest disinfestation fumigant for Queensland fruit fly on cherries, with this information now available to the Department of Agriculture, Water and Environment for use in market access protocol negotiations.

Continued >>

Its work was part of the Cherry Industry Market Access Program – a high-priority, combined initiative to increase market access for cherries that is providing management practices and evidential support for market-access negotiations.

### ***SITplus: Port Augusta Qfly SIT factory pilot operation (FF18003)***

**HORT FRONTIERS**

**Key research provider:** University of Western Sydney, with Primary Industries and Regions South Australia (PIRSA)

A purpose-built sterile Queensland fruit fly facility was established in Port Augusta, South Australia under earlier work in the Hort Frontiers Fruit Fly Fund and broader SITplus initiative. With sterile insect technology (SIT) a promising control method for Queensland fruit fly, the facility is a state-of-the-art factory for the mass-rearing of sterile flies.

This investment is continuing support for the pilot operation of the facility, allowing delivery of sterile flies to an associated pilot release project. It is also delivering further research to optimise the SIT approach and improve the production of healthy and high-performing sterile fruit flies. The work is being funded through co-investment from a range of partners, funding from the Australian Government, and some contributions from levy industries, including through the Hort Innovation Cherry Fund.

For more on the facility, SITplus program and Hort Frontiers Fruit Fly Fund, visit [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers).

### ***SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, *B. tryoni* (MT13059)***

**NOW COMPLETE**

**HORT FRONTIERS**

**Key research provider:** South Australian Research and Development Institute (SARDI)

This investment has successfully demonstrated a method to develop a ‘temperature-sensitive lethal, male-selecting’ strain of Queensland fruit fly. Put simply, its work will allow for male-only, sterile fruit flies to be bred in large numbers as part of the SITplus initiative, to optimise the release of sterile flies as part of a SIT-aided, area wide management approach to controlling the pest. Released into specific sites in south-eastern Australia, the sterile flies will come to outnumber the wild male population and, by mating with wild females – and limiting the opportunity for wild males to do so – they are intended to lead to the collapse of wild Queensland fruit fly populations.



Levies from several horticulture industries were involved in the project which, as a SITplus initiative, was part of the Hort Frontiers Fruit Fly Fund.

### ***Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (*Drosophila suzukii*) (MT17005)***

**NOW COMPLETE**

**Key research provider:** Plant Health Australia

Running from 2018 to 2020, this multi-industry investment improved awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, as well as enhanced Australia’s capacity to detect and respond to any incursions of the pest.

Most importantly, this project developed a framework for modelling spotted wing drosophila establishment and movement throughout Australian regions, allowing for a comprehensive preparedness plan to be developed for a swift response in the event of an incursion. The plan includes an extensive list of recommendations for industry, including relating to surveillance, control techniques, engagement and awareness, and diagnostics.

The project also worked to build knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. It produced a range of materials for growers, including identification information, a fact sheet on spotted wing drosophila hosts, and a webinar detailing preparedness for the pest.

Full details and links to the project’s resources – and final research report – can be found at [www.bit.ly/mt17005](http://www.bit.ly/mt17005).

### ***Xylella coordinator (MT17006)***

**Key research provider:** Wine Australia

*Xylella fastidiosa* is an exotic and potentially devastating bacteria that impedes the movement of rising sap in plants. While it hasn't yet appeared in Australia it has proven catastrophic overseas and, were it to enter the country, it could threaten more than 350 commercial, ornamental and native plant species.

This ongoing multi-industry and multi-sector investment supports the role and activities of a national coordinator as part of a program to improve Australia's readiness for any potential incursion of the disease. This is a joint initiative between Hort Innovation and Wine Australia, through the Plant Biosecurity Research Initiative (PBRI). The PBRI is a collaboration between Australia's seven plant-focused Rural RDCs, Plant Health Australia, the Department of Agriculture and other contributors, to coordinate plant biosecurity RD&E funding and efforts. You can learn more at [www.pbri.com.au](http://www.pbri.com.au).

### ***Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk) (MT17006)***

**Key research provider:** The Victorian Department of Jobs, Precincts and Regions

Adding to the PBRI's xylella work, described in the previous project summary, this multi-industry investment will allow Australia to adopt world's best practice methods for detecting and identifying strains of the *Xylella fastidiosa* bacteria, should it come to our shores. As well as developing state-of-the-art diagnostic tools, technologies and protocols to screen plant material entering the country and to support active surveillance programs, it will provide associated training to technical staff in diagnostic laboratories.

The project's work will ultimately allow for quick and effective detection of what is considered to be the number one plant biosecurity threat to Australia and New Zealand, to facilitate a swift and sure response.

### ***Review of the national biosecurity plan for the cherry industry and development of a biosecurity manual for cherry producers (CY16010)***

**Key research provider:** Plant Health Australia

To help the cherry industry remain aware of biosecurity threats, and assist in biosecurity preparedness and capability, this ongoing project is:

- » Updating the cherry industry biosecurity plan. This plan is a top-level document that identifies and reviews exotic pest and disease threats to the cherry industry and provides a strategic framework for industry and government to work together to improve preparedness for and response to these key biosecurity threats.
- » Reviewing the industry's Orchard Biosecurity Manual. This will provide growers with information on high-priority pests and diseases, and on-farm biosecurity activities that can be implemented.

The current biosecurity documents are available from Plant Health Australia at [www.planthealthaustralia.com.au/cherries](http://www.planthealthaustralia.com.au/cherries).





### ***Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001)***

#### **HORT FRONTIERS**

**Key research provider:** Queensland Eco-sciences Precinct

Most horticultural trade relies on exporters demonstrating that the commodity either comes from an area that is free of pests and diseases (area freedom), or application of an agreed, stringent end-point treatment. This project is a collaboration between industry, researchers and regulators that will help Australian horticultural enterprises realise market opportunities in Australia and Asia by developing a quantitative 'systems approach' that will be acceptable to regulators. It will also be providing the supporting information necessary to help industries evaluate and adopt systems approaches.

Systems approaches integrate those pre- and post-harvest practices used in production, harvest, packing and distribution of a commodity which cumulatively meet requirements for quarantine security. The systems approach used in each region will set safeguards and mitigation measures which individually and cumulatively provide a reduction in plant pest risk.

### ***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](http://www.harvesttohome.net.au)).

The platform has established a dedicated dashboard for cherries, that will make data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain 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 Cherry Fund marketing plans.

### ***Cherry industry minor use program (CY16005)***

**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 cherry 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 [p11](#).

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).

### ***Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017 (ST16006)***

**Key research provider:** 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.

This investment is responsible for producing the data required to support a range of registration and permit applications across a host of horticulture crops, including for the cherry industry. The work is supported by grant funding from the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

## Minor use permits

The Hort Innovation Cherry 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-cherry](http://www.bit.ly/minor-use-cherry).

### Permits in 2019/20

During the 2019/20 financial year, a successful new permit application for PER88559 and successful renewals for PER11002 and PER80542 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Cherry industry minor use program (CY16005)**. An emergency use permit PER88787 was also secured through the program.

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 cherry industry, PER89241, PER89259, PER89278, PER89293 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 cherry industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER80542 Version 2	Trichlorfon / Cherries / Fruit fly	01-Apr-15	31-Mar-25	Hort Innovation
PER11002 Version 3	Indoxacarb (Avatar) / Cherries / European earwig	14-May-09	31-Mar-25	Hort Innovation
PER12590 Version 4	Spinetoram (Delegate) / Pome fruit and stone fruit / Fruit fly (suppression only)	06-Oct-11	31-May-24	Summerfruit Australia C/Hort Innovation
PER84533	Diazinon / Sweet cherries / Black cherry aphid (TAS only)	15-Aug-17	31-Aug-22	Cherry Growers Australia
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER82062 Version 3	Bifenthrin / Cherries / Carpophilus beetle	19-Nov-15	31-Dec-23	Hort Innovation
PER14562 Version 2	Thiacloprid (Calypso) / Pome fruit and stone fruit / Mediterranean fruit fly (WA only)	13-Dec-13	30-Sep-23	Hort Innovation
Emergency use permit PER88787	Fenhexamid (Teldor 500 SC) / Cherries / Botrytis grey mould (TAS only)	05-Nov-19	30-Nov-22	Hort Innovation
PER88559	<i>Bacillus amyloquefaciens</i> (Serenade Opti Biofungicide) / Cherries / Suppression of blossom blight/brown rot, bacterial canker, brown spot, bacterial spot and botrytis grey mould	04-Aug-20	31-Aug-22	Hort Innovation
PER89241	Spinetoram / Various including cherries / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89259	Chlorantraniliprole (Coragen, Altacor and Altacor Hort Insecticide) / Stone fruit / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb (Avatar Insecticide) / Cherries / Fall armyworm	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Cherries / Fall armyworm	10-Apr-20	30-Apr-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including stone fruit / 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](http://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](http://www.horticulture.com.au/sign-up).

## Marketing report

Hort Innovation is responsible for investing the cherry marketing levy into a range of activities to drive awareness and consumption both in Australia and in the industry's key export markets, under the Hort Innovation Cherry Fund. Here's a look at some of the activities and achievements of the 2019/20 program.

### DOMESTIC ACTIVITY

The overarching focus of the domestic marketing strategy was to extend the demand for Australian cherries beyond the Christmas period by focusing on three key pillars: driving awareness of the season, engaging key retailers and building strategic positioning.

2019/20 saw a range of activities such as delivery of the second year of the cherry mentor program, which is about educating and upskilling Woolworths produce staff on how to store, handle and merchandise Australian cherries, through to public relations and seasonal launch activities via state-based promotions.

### Cherry mentor program

Following the successful results achieved with the mentoring program with Woolworths in 2018, an expanded program of 64 stores (up from 52 stores in 2018) was run in 2019/20. This involved increasing the number of stores in Sydney (from 28 to 30 stores) and Melbourne (from 12 to 24 stores) and decreasing the number of stores in

Brisbane and the Gold Coast (from 12 to 10 stores). The program commenced in late November and concluded at the end of January.

As in the previous season, the objective of the mentoring program was to reduce fruit loss through shrink and waste, convert shrink into sales, and improve the overall performance of the cherry category through educating Woolworths staff.

During the program, stores were visited weekly and an audit was conducted on their cherry displays, including their size and location, availability of loose vs packaged fruit, suppliers, fruit quality, backroom operations such as reserve stock availability and quantity, storage location and conditions, rotation practices, fruit age, first in first out implementation and staff feedback. Photos were taken at each visit, and advice and training were provided to staff on cherry retailing best practices.

A summary report was prepared and sent to Woolworths at the conclusion of each day with any significant issues





raised immediately. A total of 512 reports (up from 416 in 2018/19) were produced over the period of the project. Progress reports and recommendations were also prepared and provided to the Woolworths category management team, their 'Faster Fresher' team and to the Senior Agronomist responsible for cherries.

A random assessment of cherry Brix levels (a measure of the sugar level in fruit) was also undertaken, with the results supplied to the cherry category manager and the agronomist. A total of 56 measurements were undertaken from New South Wales, Victoria and Queensland, which found Brix levels were improved this season. Only five results were below a Brix of 15° of the 56 samples tested (nine per cent) and a further five results were between 15° and the target of 16° (nine per cent). In 2018/19, 36 per cent of samples failed to make the 16° Brix target compared to 18 per cent this season.

Throughout the program the mentors also conducted consumer sampling of cherries in store. Over the six weeks of activity, 186 sampling opportunities were undertaken at the participating stores.

### State-based promotions

A range of events and promotions designed to drive awareness of the Australian cherry season and to extend the sales period pre- and post-Christmas were rolled out across the country in a localised, state-based approach.

**New South Wales:** The focus of the 2019/20 campaign was to build the profile of NSW cherries in the two major growing areas (Young and Orange) and therefore increase overall cherry consumption and market share for Australian cherries.

In Young, Australian Cherries supported the National Cherry Festival in early December 2019. This iconic regional produce event showcases the famous cherry which has been part of the landscape around Young for over 150 years. Young receives thousands of visitors from Australia and beyond during the festival and activities across the three-day celebration included a National Cherry Festival Street Parade, a Christmas Street Market, a cherry pie eating competition, a cherry pip spitting competition and much more. The 'cherry queen and king' competition is an

integral part of the festival which raises money for charities. Last year saw a total of \$23,000 raised for local charities.

In Orange, Australian cherries supported Orange 360, a new joint regional tourism initiative between Orange City Council, Blayney Shire and Cabonne Council. Through collaborating with the regional tourism operation Australian Cherries were able to promote local product to the one million visitors to the Orange region annually, who spend over \$300 million per year.

Australian Cherries also held a stand at the annual cherry auction at the Sydney Markets to mark the commencement of the season. The cherry queen and king winners from Young's National Cherry Festival attended the auction and participated in media coverage. The excitement of this first case of cherries for the season attracted much media including the auction being shown live on the morning television show *Sunrise*.

**Victoria:** A launch event was held to build on last year's focus on micro-influencers (influencers with between 10,000 and 50,000 followers) within the beauty, lifestyle and food

categories. An on-farm event was held where 13 key influencers travelled to Yarra Valley Cherries and Wandin Valley Farms with the objective of showcasing cherries' natural environment, their health benefits, and different uses, to ultimately increase awareness and demand for Australian cherries in the lead up to Christmas and increase purchasing behaviour of 'occasional' or 'never' purchasers of cherries.

Main events included a packing shed tour to demonstrate the journey cherries take from the farm to the plate, a picking experience where the influencers were taught about different varieties and how to select them for picking, and a stylised picnic to create excitement around how to capture the perfect cherry shot to share with social media audiences.

Following the event, a combined total of 203,513 people were reached via posts shared on the key influencers' social media channels. A further 3,098 people were engaged (in the form of likes, comments, shares, saves, photo views, video views and link clicks) and there was a combined total of over 545,800 people reached via the 'stories' function

on Instagram. The key target audiences were women aged 25-50 years old who were key household purchasers and women and men under 35 years old who were looking for new experiences and products.

**South Australia:** The focus of activity in South Australia was to generate excitement around the local cherry season through social media and to build on the development of the Cherry Map which showcases where consumers can buy fresh cherries direct from the farm.

In November 2019, 20 growers who participated in the Cherry Map attended a workshop to learn about how to improve the visitor experience at their orchards. The workshop included presentations from Adelaide Hills Tourism on how individual businesses can link in with the tourism industry to better promote cherry picking and cherry sales and identify new ways to bring customers to their orchards. Adelaide Hills Council also presented on how businesses can link in with the council's events team and comply with local regulations.

Agritourism proved to be an important part of the South Australian campaign,

with an estimated 150,000 visitors purchasing cherries direct from growers either through pick your own experiences or shed door sales in 2019/20.

A social media campaign in South Australia was focused on amplifying during the post-Christmas period via the Cherries SA Facebook page ([www.facebook.com/cherrygrowerssa](http://www.facebook.com/cherrygrowerssa)). A custom audience was created that had a 50km radius around Adelaide and targeted interests including a range of cooking shows, food gurus, food icons, and food key words. Sixteen posts were shared between December 26 and January 15, reaching a total of 144,782 people in the target audience, with 35,310 impressions (the number of times a photo and/or video was seen). The Cherries SA Facebook page received a 20 per cent increase in likes over the three week campaign period and two videos developed in the 2018/19 season were used again, reaching over 11,200 people in the target audience, with 16,972 impressions. At least one of the videos were seen 1.5 times by the target audience throughout the campaign.





**Tasmania:** Activity was focused on developing a seasonal produce guide to help drive the purchase of cherries direct from the grower, and to see cherries added to the menus of cafes and restaurants across Tasmania. The guide aims to improve seasonal awareness of cherries and link in with broader state promotion on healthy fruit and vegetables, as well promote cherries to international tourists during the holiday period. It was launched at Parliament House in December 2019 and was shared through social media channels. Some 13,000 copies of the guide were printed and distributed to farm gate businesses, tourism related venues and other key avenues that drive traffic to farming enterprises.

The guide was also made available digitally by Fruit Growers Tasmania and through a partnership with Eat Well Tasmania. It was shared across the website and social media channels of each and will continue to be promoted until the commencement of the next season in late 2020. Between December 2019 and April 2020, the digital copies of the guide were accessed more than 13,000 times. While this is still a great result, uptake of the guide was

lower than in previous years, reflecting reduced visitor numbers to the state and escalating restrictions related to COVID-19.

**Western Australia:** The program had two key components planned: in-store sampling and a cherry orchard walk with key media and influencers. Due to weather conditions, including extreme high temperatures and a hailstorm, the planned orchard walk was unfortunately cancelled, and the budget was reworked into additional in-store demonstrations as a result. However, cherry recipes and seasonal information was still distributed to local media outlets to drive awareness of the season, which resulted in publication in regional news titles including *Kalgoorlie Miner*, *Albany Advertiser*, *Midwest Times*, *Northwest Telegraph* and *Pibara Times*, as well as *Have A Go News* and *The Country Man*. In total this information was circulated to over 254,500 people. Cherry seasonal information was also broadcast across radio on ABC Perth and Regionals, and ABC Country Hour provided coverage of the season launch cherry auction, and five social posts were also shared on the 'Fresh Finese' social pages.

The in-store demonstration schedule extended to cover a total of 12 local Western Australia stores. In total, 1,145 samples of cherries were handed out, while 212kg were sold, equalling an average sale conversion of 55 per cent (average purchase 300g).

**Queensland:** Tasting events took place in Your Local Fruit Shop stores, via Brismark's Retailer Program, with the objective of encouraging consumers to purchase cherries from their local fruit shop prior to and post-Christmas. The first stage of tastings (a total of 15 sessions) began at the end of November 2019 and ran for three weeks until mid-December 2019. The second stage of sessions began in mid-January 2020 and ran until the end of the month. This was supported by Australian Cherries branding on tasting stands and collateral (recipe cards), social media activity, digital advertising and an e-newsletter targeting key household grocery buyers. The in-store activity was positively received by retailers and was reported to create great engagement with consumers.



## 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>186,123</b>	<b>1,067,832</b>	<b>1,253,955</b>
Levies from growers (net of collection costs)	476,176	356,140	832,316
Australian Government money	412,743	–	412,743
Other income*	2,953	17,415	20,369
<b>TOTAL INCOME</b>	<b>891,872</b>	<b>373,555</b>	<b>1,265,428</b>
Project funding	687,889	128,730	816,619
Consultation with and advice from growers	10,321	3,590	13,911
Service delivery – base	32,157	6,133	38,290
Service delivery – shared	47,119	8,807	55,926
Service delivery – fund specific	48,000	10,000	58,000
<b>TOTAL EXPENDITURE</b>	<b>825,486</b>	<b>157,260</b>	<b>982,746</b>
Levy contribution to across-industry activity	–	–	–
<b>CLOSING BALANCE</b>	<b>252,510</b>	<b>1,284,128</b>	<b>1,536,637</b>
Levy collection costs	32,313	28,112	60,425

\* Interest, royalties

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