

What happened across the berry funds last year?

Annual Report 2021/22



About Hort Innovation and the Berry funds

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 voluntary blueberry levy and the statutory rubus and strawberry levies, together with Australian Government contributions, into key initiatives for berry growers. We're proud of the work we do to help drive productivity, profitability, and demand for berry growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Blueberry, Raspberry and Blackberry, and Strawberry Funds during the year.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2021/22 at www.horticulture.com.au/annual-report-portal to see how Hort Innovation worked to benefit the horticulture sector during the year.

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\$349,751

invested in R&D



\$137,500

in levies collected

through the blueberry collective industry fund and passed on to Hort Innovation for investment

Industry facts



23,452t

In 2020/21, an estimated 23,452 tonnes of blueberries were produced, valued at \$411.2 million



452%

While blueberry exports only account for 1.5 per cent of Australian production, the volume of export berries since 2012/23 has increased by 452 per cent



25.1%

The blueberry industry is the fastest-growing horticulture industry with an average annual volume growth rate of 25.1 per cent

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. See www.horticulture.com.au/horticulture-statistics-handbook.

Consumer insights

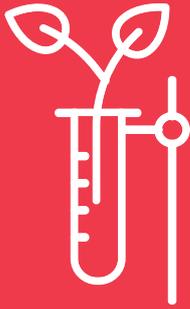


6.2 million

6.2 million Australian households have purchased blueberries in the last year

These insights were made available through the Harvest to Home platform (www.harvesttohome.net.au) delivered as part of an investment providing regular consumer behaviour data and insight reporting.

Raspberry and Blackberry Fund snapshot 2021/22



\$537,313

invested in R&D



\$199,984

invested in marketing



\$1.29M

in levies collected

by the Government and passed on to Hort Innovation for investment

Industry facts



\$232.9M

In 2020/21, 11,123 tonnes of raspberries and blackberries were produced, valued at \$232.9 million



413%

Over the 8 years since 2012/13, the volume and value of rubus production has increased 8,956 tonnes (413 per cent) and \$162.3 million (230 per cent) respectively



75%

Of rubus crops grown in Australia, 75 per cent are raspberries and 25 per cent are blackberries

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. See www.horticulture.com.au/horticulture-statistics-handbook.

Consumer insights



1.2x

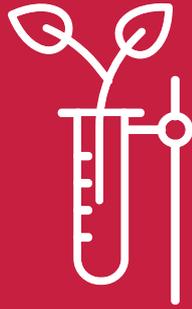
Australian households are buying blackberries 0.2 times more per year than a year ago



5.1%

Raspberry average price per kilogram has increased by 5.1 per cent compared to a year ago

These insights were made available through the Harvest to Home platform (www.harvesttohome.net.au) delivered as part of an investment providing regular consumer behaviour data and insight reporting.



\$1.6M

invested in R&D



\$821,485

in levies collected

by the Government and passed on to Hort Innovation for investment

Industry facts



84,000t

Strawberry production averaged 84,000 tonnes per year in the five years to 2020/21, with a peak of 93,545 tonnes in 2017/18



87%

87 per cent of Australia's fresh strawberry supply goes into retail, with the remaining 13 per cent ending up in the foodservice sector



42%

Strawberry production primarily occurs in Queensland (42 per cent) and Victoria (36 per cent)

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. See www.horticulture.com.au/horticulture-statistics-handbook.

Consumer insights



41,000

41,000 new households purchased strawberries in the last year
(8.4 million in total)

These insights were made available through the Harvest to Home platform (www.harvesttohome.net.au) delivered as part of an investment providing regular consumer behaviour data and insight reporting.

Just some of the things delivered for you during the year



A multi-industry berry export program to support the industry's export ambitions through market development work, plus training and education activities for growers – read more at hortinn.com/mt20004



Access to consumer insights through multi-industry investments to understand consumer behaviours, attitudes and purchase intentions – see www.horticulture.com.au/growers



Support for the National Bee Pest Surveillance program to help safeguard honey-bee and pollinator-dependent industries in Australia – read more at hortinn.com/mt21008



Delivery of evidence-based information about the health benefits of berries to improve awareness and knowledge in health professionals – see hortinn.com/mt21000



Continued breeding and evaluation work for improved strawberry varieties, with varieties released to date having strong uptake with growers – see hortinn.com/bs17000



A multi-industry communication and extension program, delivering the *Australian Berry Journal*, *The Burst* e-newsletter, the www.berries.net.au website, webinars and more



The Harvest to Home dashboards for blackberries, raspberries and strawberries, providing regular household purchase data and insight reporting at www.harvesttohome.net.au



A domestic marketing campaign for raspberries and blackberries – read more on [p23](#)



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 2021/22 for more details*

You can visit www.horticulture.com.au/growers at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

*These initiatives were delivered outside of the Hort Innovation Blueberry, Raspberry and Blackberry, and Strawberry Funds and, in most instances, did not involve the industry levy

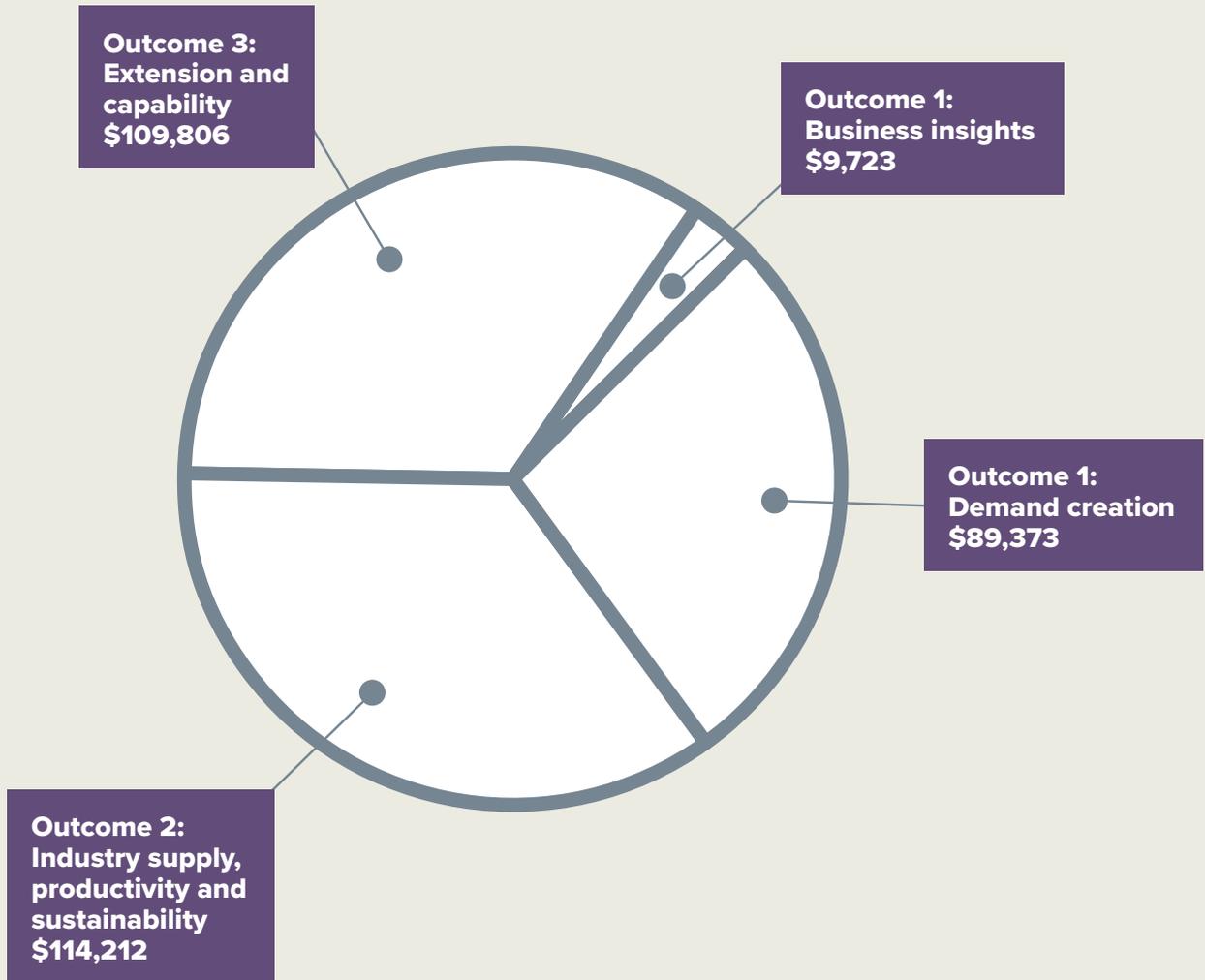
Here's how your R&D levy was invested over the year

The berry Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Blueberry, Raspberry and Blackberry, and Strawberry Funds. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The following charts show how project expenditure in the Blueberry, Raspberry and Blackberry, and Strawberry Funds during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.



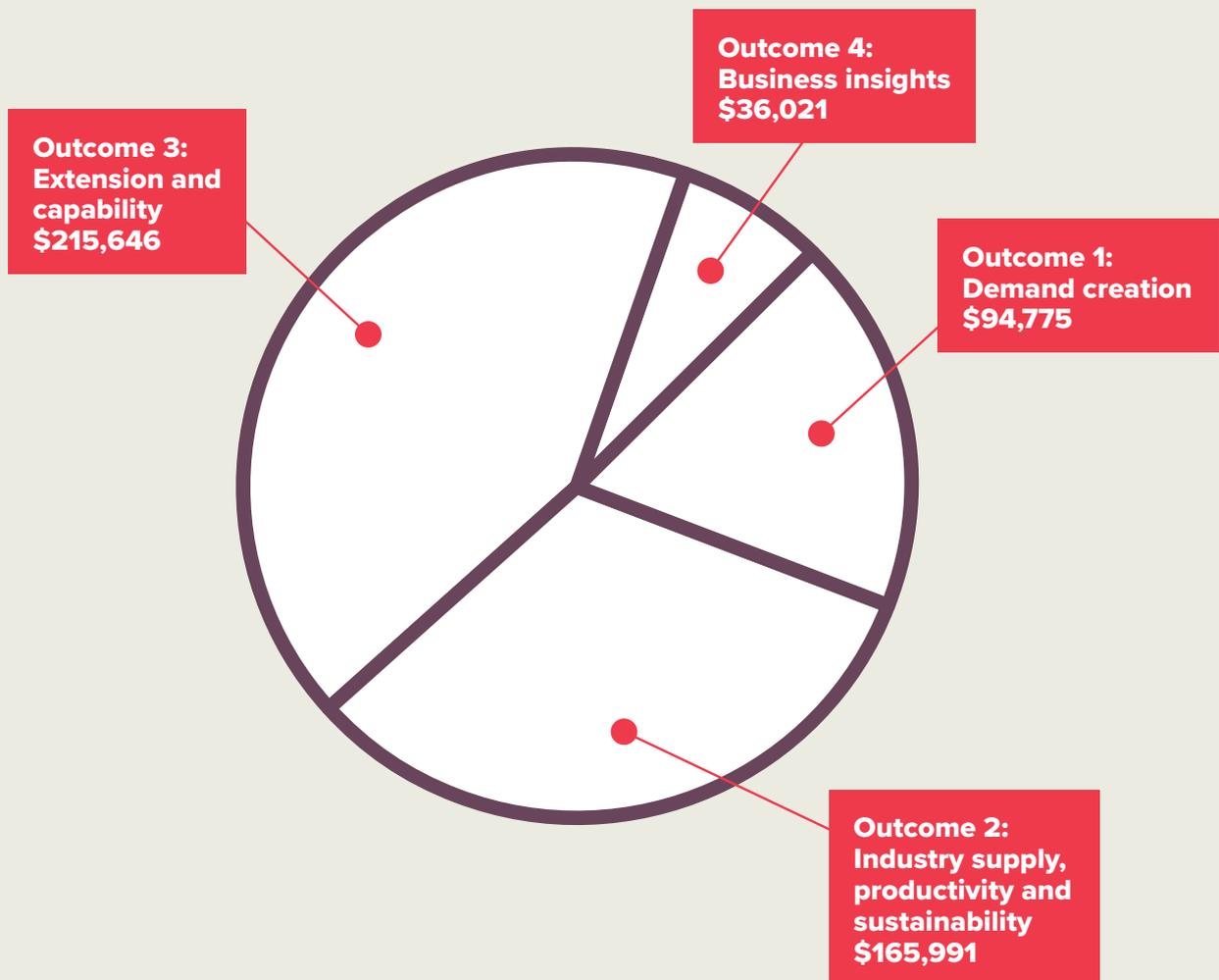
Blueberry Fund R&D levy expenditure



The berry Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Blueberry Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Blueberry Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

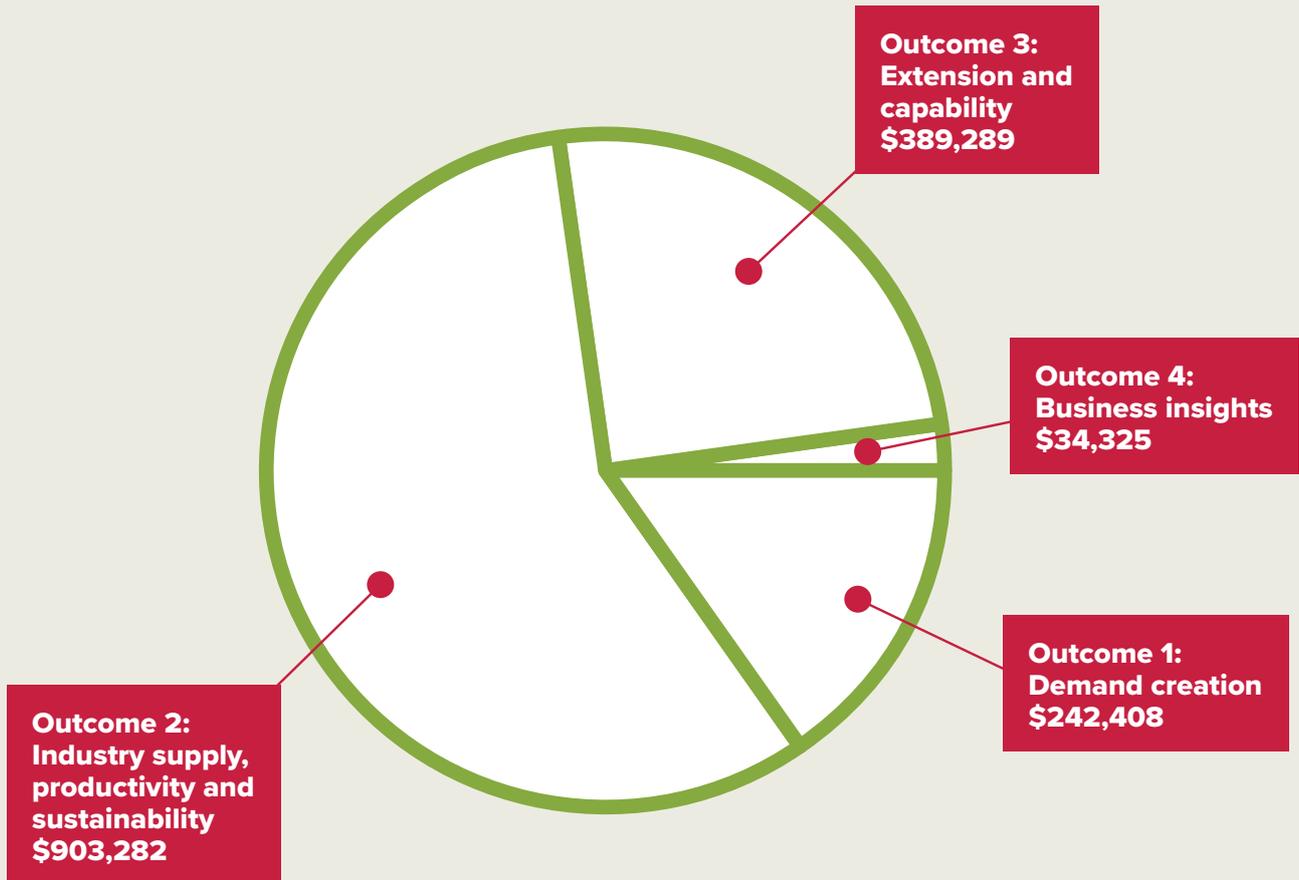
Raspberry and Blackberry Fund R&D levy expenditure



The berry Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Raspberry and Blackberry Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Raspberry and Blackberry Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

Strawberry Fund R&D levy expenditure



The berry Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Strawberry Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D and marketing initiatives aligned to these.

The above chart shows how project expenditure in the Strawberry Fund during 2021/22 was aligned to the SIP. We have allocated each project to a SIP outcome based on its primary objective.

Which projects were in each of the SIP outcome areas?

Blueberry Fund projects

Outcome 1: Demand creation

Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.

Project title and code	2021/22 investment	Status	More information
Joint berry export trade development (MT20004)	\$45,288	Ongoing	hortinn.com/mt20004
Health and nutrition information for the berry industry (MT21000)	\$41,648	Ongoing	hortinn.com/mt21000
Australian horticulture international demand creation (ST21007)	\$2,438	Ongoing	hortinn.com/st21007

Outcome 2: Industry supply, productivity and sustainability

The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&D, uptake of new technologies, sustainable best management practices (BMPs) and varieties.

Project title and code	2021/22 investment	Status	More information
Additional cold treatment schedule for Queensland fruit fly (BB19001)	\$105,810	Ongoing	
Blueberry minor use permit program (BB21000)	\$1,625	Ongoing	
Across horticulture support for export MRL compliance (MT19006)	\$6,777	Ongoing	hortinn.com/mt19006

Outcome 3: Extension and capability

Improved capability and an innovative culture in the Australian berry industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Facilitating the development of the Australian berry industries (MT18020)	\$104,806	Ongoing	hortinn.com/mt18020
BerryQuest International 2021 (MT19009)	\$5,000	Ongoing	hortinn.com/mt19009

Outcome 4: Business insights

The Australian berry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.

Project title and code	2021/22 investment	Status	More information
Consumer demand spaces for horticulture (MT21003)	\$500	Ongoing	hortinn.com/mt21003
Consumer behavioural data program (MT21004)	\$8,116	Ongoing	hortinn.com/mt21004
Seasonal horticulture labour accommodation study (MT21007)	\$1,107	Ongoing	



Which projects were in each of the SIP outcome areas?

Raspberry and Blackberry Fund projects

Outcome 1: Demand creation

Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.

Marketing activities during 2021/22 also contributed towards the demand creation outcome. You can read more about this year’s raspberry and blackberry marketing campaign on [p23](#).

Project title and code	2021/22 investment	Status	More information
Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001)	\$15,000	Completed	hortinn.com/am17001
Joint berry export trade development (MT20004)	\$16,983	Ongoing	hortinn.com/mt20004
Health and nutrition information for the berry industry (MT21000)	\$41,648	Ongoing	hortinn.com/mt21000
Phenomenom resources (MT21018)	\$18,706	Ongoing	hortinn.com/mt21018
Australian horticulture international demand creation (ST21007)	\$2,438	Ongoing	hortinn.com/st21007



Outcome 2: Industry supply, productivity and sustainability

The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&D, uptake of new technologies, sustainable best management practices (BMPs) and varieties.

Project title and code	2021/22 investment	Status	More information
National Fruit Fly Council Phase 4 (FF20000)	\$6,000	Ongoing	hortinn.com/ff20000
Plant Biosecurity Research Initiative – Phase 2 (HA19007)	\$871	Ongoing	
Enhanced National Bee Pest Surveillance Program (MT16005)	\$1,500	Completed	hortinn.com/mt16005
Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) (MT17006)	\$154	Ongoing	hortinn.com/mt17006
Review of the biosecurity plan for the berry sector (MT18004)	\$3,500	Ongoing	hortinn.com/mt18004
Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing (MT18005)	\$30,000	Ongoing	hortinn.com/mt18005
Parasitoids for the management of fruit flies in Australia (MT19003)	\$14,000	Completed	hortinn.com/mt19003
Across horticulture support for export MRL compliance (MT19006)	\$10,854	Ongoing	hortinn.com/mt19006
Regulatory support and coordination (pesticides) (MT20007)	\$4,390	Ongoing	hortinn.com/mt20007
National Bee Pest Surveillance Program: Transition program (MT21008)	\$15,500	Ongoing	hortinn.com/mt21008
Rubus industry minor use program (RB16000)	\$4,850	Ongoing	hortinn.com/rb16000
Alternative growing media for hydroponic berry production – a desktop review (RB21002)	\$15,160	Ongoing	hortinn.com/rb21002
Opportunities to improve labour use efficiency through automation and improved management practices (RB21003)	\$59,212	Ongoing	hortinn.com/rb21003



Investments

Outcome 3: Extension and capability

Improved capability and an innovative culture in the Australian berry industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Leadership development program (MT18016)	\$1,034	Completed	hortinn.com/mt18016
Facilitating the development of the Australian berry industries (MT18020)	\$209,612	Ongoing	hortinn.com/mt18020
BerryQuest International 2021 (MT19009)	\$5,000	Ongoing	hortinn.com/mt19009

Outcome 4: Business insights

The Australian berry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.

Project title and code	2021/22 investment	Status	More information
Horticulture trade data (MT19005)	\$2,511	Ongoing	hortinn.com/mt19005
Consumer demand spaces for horticulture (MT21003)	\$3,290	Ongoing	hortinn.com/mt21003
Consumer behavioural data program (MT21004)	\$22,044	Ongoing	hortinn.com/mt21004
Seasonal horticulture labour accommodation study (MT21007)	\$1,154	Ongoing	
Economic contribution of Australian horticulture (MT21010)	\$3,519	Ongoing	hortinn.com/mt21010
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$786	Completed	hortinn.com/mt21201
Consumer usage and attitude tracking 2022/23 (MT21202)	\$2,717	Ongoing	hortinn.com/mt21202



Which projects were in each of the SIP outcome areas?

Strawberry Fund projects

Outcome 1: Demand creation

Demand creation supports the Australian berry industry to expand into existing and future domestic and international markets.

Project title and code	2021/22 investment	Status	More information
Developing a national systems approach for meeting biosecurity requirements to access key Asian markets (AM17001)	\$15,000	Completed	hortinn.com/am17001
Essential market access data packages (MT14052)	\$132,374	Ongoing	hortinn.com/mt14052
Joint berry export trade development (MT20004)	\$50,949	Ongoing	hortinn.com/mt20004
Health and nutrition information for the berry industry (MT21000)	\$41,648	Ongoing	hortinn.com/mt21000
Australian horticulture international demand creation (ST21007)	\$2,438	Ongoing	hortinn.com/st21007



Investments

Outcome 2: Industry supply, productivity and sustainability

The Australian berry industry has increased profitability, efficiency and sustainability through innovative R&D, uptake of new technologies, sustainable best management practices (BMPs) and varieties.

Project title and code	2021/22 investment	Status	More information
Strawberry industry minor use program (BS16001)	\$1,050	Ongoing	hortinn.com/bs16001
National strawberry varietal improvement program (BS17000)	\$544,003	Ongoing	hortinn.com/bs17000
High health pre-commercial propagation material for Australian strawberry growers (BS19000)	\$167,400	Ongoing	hortinn.com/bs19000
SITplus: Port Augusta Qfly SIT factory pilot operation (FF18003)	\$69,464	Ongoing	hortinn.com/ff18003
National Fruit Fly Council Phase 4 (FF2000)	\$6,000	Ongoing	hortinn.com/ff20000
Plant Biosecurity Research Initiative – Phase 2 (HA19007)	\$1,429	Ongoing	
Enhanced National Bee Pest Surveillance Program (MT16005)	\$1,500	Completed	hortinn.com/mt16005
Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk) (MT17006)	\$154	Ongoing	hortinn.com/mt17006
Review of the biosecurity plan for the berry sector (MT18004)	\$3,500	Ongoing	hortinn.com/mt18004
Parasitoids for the management of fruit flies in Australia (MT19003)	\$30,000	Completed	hortinn.com/mt19003
Across horticulture support for export MRL compliance (MT19006)	\$7,836	Ongoing	hortinn.com/mt19006
Regulatory support and coordination (pesticides) (MT20007)	\$4,164	Ongoing	hortinn.com/mt20007
National Bee Pest Surveillance Program: Transition program (MT21008)	\$66,782	Ongoing	hortinn.com/mt21008



Investments

Outcome 3: Extension and capability

Improved capability and an innovative culture in the Australian berry industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Facilitating the development of the Australian berry industries (MT18020)	\$384,289	Ongoing	hortinn.com/mt18020
BerryQuest International 2021 (MT19009)	\$5,000	Ongoing	hortinn.com/mt19009

Outcome 4: Business insights

The Australian berry industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and forecasting, and independent reviews.

Project title and code	2021/22 investment	Status	More information
Consumer behavioural and retail data for fresh produce (MT17015)	\$6,072	Completed	hortinn.com/mt17015-strawberry
Horticulture trade data (MT19005)	\$2,511	Ongoing	hortinn.com/mt19005
Consumer demand spaces for horticulture (MT21003)	\$5,087	Ongoing	hortinn.com/mt21003
Consumer behavioural data program (MT21004)	\$6,746	Ongoing	hortinn.com/mt21004
Seasonal horticulture labour accommodation study (MT21007)	\$1,959	Ongoing	
Economic contribution of Australian horticulture (MT21010)	\$6,005	Ongoing	hortinn.com/mt21010
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$1,334	Completed	hortinn.com/mt21201
Consumer usage and attitude tracking 2022/23 (MT21202)	\$4,613	Ongoing	hortinn.com/mt21202

Financial operating statement

Blueberry Fund (collective) Financial operating statement 2021/22

	R&D (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June
OPENING BALANCE	32,275	32,275
Levies from growers	137,500	137,500
Australian Government money	206,826	206,826
Other income*	(7)	(7)
TOTAL INCOME	344,319	344,319
Project funding	349,751	349,751
Consultation with and advice from growers	520	520
Service delivery	63,380	63,380
TOTAL EXPENDITURE	413,651	413,651
CLOSING BALANCE	(37,057)	(37,057)

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Financial operating statement

Raspberry and Blackberry Fund Financial operating statement 2021/22

	R&D (\$)	Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June
OPENING BALANCE	3,310,116	143,281	3,453,398
Levies from growers	1,072,510	214,502	1,287,012
Australian Government money	313,053	–	313,053
Other income*	6,790	251	7,042
TOTAL INCOME	1,392,353	214,754	1,607,107
Project funding	537,313	199,984	737,298
Consultation with and advice from growers	645	215	860
Service delivery	88,147	43,738	131,885
TOTAL EXPENDITURE	626,105	243,937	870,043
CLOSING BALANCE	4,071,075	113,040	4,184,115
Levy collection costs	5,289	1,058	6,347

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Financial operating statement

Strawberry Fund Financial operating statement 2021/22

	R&D (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June
OPENING BALANCE	1,652,757	1,652,757
Levies from growers	821,485	821,485
Australian Government money	903,446	903,446
Other income*	229,682	229,682
TOTAL INCOME	1,954,613	1,954,613
Project funding	1,601,093	1,601,093
Consultation with and advice from growers	1,724	1,724
Service delivery	262,223	262,223
TOTAL EXPENDITURE	1,865,040	1,865,040
CLOSING BALANCE	1,737,677	1,737,677
Levy collection costs	4,654	4,654

* Interest, royalties

Levy collection costs – These are the costs associated with the collection of levies from industry charged by Levy Revenue Services (LRS)

Service delivery – Also known as Corporate Cost Recovery (CCR), this is the total cost of managing the investment portfolio charged by Hort Innovation

Making sure that levy investment decisions align with industry priorities

What will be the berry Fund's focus over the next five years?



Hort Innovation developed the berry Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the blueberry, raspberry and blackberry, and strawberry industries. This involved extensive consultation with berry growers and industry stakeholders, including Berries Australia. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The berry SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the berry industry. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The berry SIP identifies four outcome areas that will contribute to the productivity and profitability of the sector. They are:

- Industry supply, productivity and sustainability
- Demand creation
- Extension and capability
- Business insights.

What projects will the funds be investing in next year?

The berry Annual Investment Plan (AIP) 2022/23 details how Hort Innovation spends levy funds over 12 months. The berry industry SIP guides investment decisions, and our consultation process prioritises investments based on potential impact and levy fund availability.

Hort Innovation publishes Annual Investment Plans each year over the lifespan of the SIP and advises industry stakeholders via various communication channels.

Hort Innovation will continue to report on fund performance regularly, focusing on outcomes and the impact of investments.



Visit www.horticulture.com.au/growers to view both documents and better understand how Hort Innovation invests your levy.

Masterclass delivered more than expected for learner berry growers

The Hort Innovation Leadership Fund provides opportunities for horticulture industry participants to develop their business skills.

The *Masterclass in Horticultural Business (LP15001)* was developed under the Hort Frontiers Leadership Fund and fostered new innovators and leaders in the Australian horticulture industry. Best described as a 'mini-MBA', the Masterclass is a nine-month course where participants develop their business skills and build their own business plans for the future. From 2016 to 2021, this investment delivered this course predominantly online, with several

face-to-face sessions and field trips to some of Australia's savviest horticulture outfits.

Since its inception, 112 horticulture professionals have participated in the Masterclass. Developing a business plan and applying knowledge and skills obtained during the course is consistently the most valued outcome of the Masterclass upon completion of the course and beyond.

Meet Cathryn Maloney, berry grower from Tasmania

From suburban permaculture enthusiasts to commercial blueberry farmers, Cathryn Maloney and David Wareing embarked on a steep learning curve when they decided to take on Old Beach Berries in Tasmania.

Before they had even clocked up 12 months as the new owners of Old Beach Berries, Cathryn had enrolled in a Masterclass in Horticultural Business offered through the Tasmanian Institute of Agriculture, a learning experience that she says delivered so much more than she expected.

Cathryn and David moved in November 2019, and quickly launched into their first season. Catherine said that they did so "without really knowing what we were doing – there was a lot of maintenance work that needed to be done very quickly. Looking back, I think it is amazing that we did what we did, we knew so little, and that is where the course helped so much."



Cathryn Mahoney, berry grower.

Continued

Meet a grower



Cathryn joined the course in June 2020 and had done half the course by the time the next season arrived.

“It really helped us with everything we had to have in place for the next season, but also all the tools we were introduced to, in terms of risk assessment, change management, and SWOT analysis. Which is a massive help with all the business planning and crunching the numbers.”

Cathryn said she found the peer-to-peer learning via farm tours (virtual during the pandemic) was a highlight, while the generous information shared by other horticulture business owners was informative.

“The virtual farm tours I found 1000 times more useful than I expected. They were open and shared mistakes they made early on. To know that multi-million-dollar businesses initially over capitalised but bounced back; there was so much applicability in what people were saying. Things that just resonated with us.

“One of them said you’ve got to maintain your culture – the culture that you want to have. And ours is we want to be welcoming, we want to have people of all abilities, nationalities, anyone is welcome on our farm. We want to have a sense of fun. He said: maintain that and employ people who align with that culture.”

The modules on people management were also a highlight for Cathryn, while an assignment on industry trends, helped her to understand where Old Beach Berries sat locally and globally.

“People want to know where their food comes from, and they want to have less sprays on their food,” Cathryn said. “We are much smaller, so our point of difference is that we are a premium quality berry, a lot more of us are chemical free, or spray free, which a lot of consumers want.

“At a couple of the virtual farm tours, the owners kept saying if you are small you have got to have that point of difference and usually it is going to be your quality, and your customer connections. We talk to most of our customers personally, so that was really good for us.”

“Our brand is that ‘we are your local farm.’ You can come and pick berries, you can come and pick up berries or eggs after work, and you can bring your kids. That really fits for us.”

“

One of them said you’ve got to maintain your culture – the culture that you want to have. And ours is we want to be welcoming, we want to have people of all abilities, nationalities, anyone is welcome on our farm.”

Cathryn Mahoney, blueberry grower

Adding some ‘oomph’ to Aussie raspberry and blackberry sales

Hort Innovation is responsible for investing the rubus marketing levy into a range of activities to drive awareness and consideration. Here’s a quick look at some of the activities and achievements in 2021/22.

In 2021/22, the raspberry and blackberry marketing program was designed to grow consumer demand using vibrant and exciting content. Core activities of the campaign included social media, influencer engagement, content development and a media partnership.

Social media

The objective of the social media campaign was to drive awareness and increase consumer interest in raspberries and blackberries, shifting them from being perceived as a special occasion food to an everyday enjoyment. This was executed by consistently reminding, educating, and inspiring Australians to “add some oomph” to their meals with raspberries and blackberries.

The campaign ran from October 2021 to June 2022, with 30 posts featured on Facebook and Instagram, along with two advertisements. The best performing post was a recipe video created by Gather and Feast, showcasing a simple and delicious “raspberry, coconut and vanilla chia pudding.” The video achieved 23,000 views and had an engagement rate of 8 per cent, and it drove 1,700 link clicks to the website. Since the campaign, simple ways to enjoy fresh, in-season berries remain the best-performing content on channels. The campaign achieved 10.2 million impressions (opportunities to see the content), reached 1.9 million people, and achieved more than 590,000 engagements (likes, comments and shares).

To optimise brand awareness, two paid advertisements ran across the Fresh Aussie Berries Facebook and Instagram from January to April 2022, in line with the peak season of berry production. These campaigns helped drive brand awareness and availability of the fruit while in season. The two posts reached 1.25 million people, achieved almost six million impressions and



272,000 engagements and drove over 2,100 clicks to the Fresh Aussie Berries website.

To help encourage community engagement, a competition was held on the Fresh Aussie Berries social channels, asking audiences to share how they “add some oomph” to meals with raspberries and blackberries. The prize for winning the competition was a Smeg Standing Retro Mixer.

Continued



The competition successfully assisted campaign reach and achieved a strong Cost Per Engagement on both Instagram and Facebook. The posts reached more than 112,000 people and resulted in 116 high-quality entries.

Content development

Content creator Marie Duong was hired for the campaign to create content that promotes Australian raspberries and blackberries by showcasing how they can add excitement to everyday eating occasions. Five simple recipes were created, focusing on snacks and breakfast to inspire consumption. The images and recipes have been featured across social media and on the Raspberries and Blackberries website. Marie delivered five simple recipes, over 30 high-quality images and two stop motion recipe videos that included: 'raspberry brioche French toast', 'raspberry and whipped ricotta croissant', 'blackberry and nut butter crumpets', 'berry breakfast Danishes' and a 'berry and chocolate fondue dessert'.

Influencer program

An additional three influencers were engaged for the campaign to amplify campaign messaging amongst the target audience. The influencers created exclusive content with raspberries and blackberries as the primary ingredient.

The three influencers onboarded for the campaign: Anisa Sabet, Melanie Lionello, and Ashley Alexander (Gather & Feast) had a combined audience of over 490,000. The influencers created nine pieces of content, which resulted in 1.4 million opportunities to see via influencer channels, and over 10,200 engagements.

Media partnership

Fresh Aussie Berries partnered with Are Media to raise awareness of raspberries and blackberries across their brand network, which includes New Idea, Better Homes and Gardens, Now to Love and more. This media partnership targeted the 'creative foodie' and 'high-income female' audiences with articles, videos, digital display ads and social media posts.

The partnership also included a survey with panellists from Are Media's Insiders Community to ask about their berry buying and eating habits. The survey found that 95 per cent of respondents buy berries, and most buy every fortnight. It also found that snacking is the primary eating occasion for berries and that price is the main barrier to purchase. Raspberries and blackberries were the third and fourth most bought berries.

In 2021/22 the Hort Innovation Marketing function underwent a significant shift in their approach to investing marketing levies. You can read more about this in the 2021/22 Hort Innovation Company Annual Report at www.horticulture.com.au/annual-report-portal.

Minor use permits

The Hort Innovation Raspberry and Blackberry 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 to manage pests, weeds and diseases.

For full details on these activities and links to relevant information, visit hortinn.com/rubus-minor-use.

Current permits

Below is a list of minor use permits for the raspberry and blackberry industry, current as of 15 August 2022.

Permit ID	Description	State	Date issued	Expiry date	Permit holder
PER12486 Version 6	Trichlorfon / Strawberries, blueberries and rubus spp. / Fruit fly	ACT, NSW, NT, QLD, SA, WA	06-Oct-11	31-Mar-26	Hort Innovation
PER87408	Success Neo (spinetoram) / Strawberries, rubus and rubus hybrids and blueberries / Fruit fly (suppression only)	All States and Territories, except VIC	15-Apr-19	30-Apr-24	Hort Innovation
PER13150 Version 2	NoGall (Agrobacterium radiobacter) / Rubus root systems / Crown gall	NSW & TAS	23-Mar-12	31-Oct-22	Raspberries & Blackberries Australia (RABA)
PER13289 Version 4	Indoxacarb (Avatar) / Blueberries and rubus spp. / Light brown apple moth and Elephant weevil borer (field and protected grown)	All	31-Oct-12	31-Aug-23	RABA C/Hort Innovation
PER13957 Version 2	Petroleum oil (incl. paraffinic and mineral oil) / Rubus and ribes / Two spotted mite and scale insects	All States and Territories, except VIC	01-Apr-13	31-Mar-23	RABA C/Hort Innovation
PER13958 Version 5	Pyrimethanil, Captan, Metalaxyl, Metalaxyl-M, Mancozeb, Triadimenol, Phosphorous acid / Rubus, ribes and blueberries / Various fungal blights	All States and Territories, except VIC	01-Apr-13	31-Aug-25	Hort Innovation
PER14449 Version 3	Chlorothalonil / Rubus / Grey mould, rust, downy mildew, septoria leaf spot	All States and Territories, except VIC	01-Oct-14	31-Mar-25	Hort Innovation
PER14234 Version 2	Eco-Oil botanical oil concentrate (emulsifiable botanical oil) / Blueberries, rubus spp., and ribes spp / Two spotted mite	All States and Territories, except VIC)	10-Sep-13	31-Aug-23	RABA C/Hort Innovation
PER82986 Version 2	Boscalid + Pyraclostrobin (Pristine fungicide) / Rubus and rubus hybrids, and blueberries (field and protected) / Various fungal diseases	All States	25-Aug-17	31-Aug-24	Hort Innovation

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	State	Date issued	Expiry date	Permit holder
PER84973 Version 2	Metalaxyl-M + Mancozeb (Ridimol Gold MZ) / Rubus and rubus hybrids / Downy mildew	All States and Territories, except VIC	16-Feb-18	31-Mar-23	RABA C/Hort Innovation
PER14425 Version 2	Bifenazate (Acramite) / Specified rubus and rubus hybrids / Two spotted mite and European red spider mite	All States and Territories, except VIC	28-Feb-14	30-Sep-23	RABA
PER14422 Version 2	Cyprodinil + fludioxonil (Switch) / Dewberries (including boysenberries and loganberry), blackberries, raspberries, cloudberries, and youngberries / Grey mould	All States and Territories, except VIC	28-Feb-14	31-Dec-23	RABA C/Hort Innovation
PER14443 Version 2	Copper – Cupric hydroxide / Rubus spp. including raspberries and blackberries/ Rust and leaf spot	All States and Territories, except VIC	28-Feb-14	31-Jan-24	Hort Innovation
PER84972	Bifenthrin / Rubus spp., ribes spp. (not including currants) and blueberries / Monolepta beetle, plague thrips and elephant weevil	All States and Territories, except VIC	12-Feb-18	28-Feb-23	RABA
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	All States and Territories, except VIC	09-Feb-15	31-Jul-24	Growcom
PER87245	Sulphur (Sulfur 800 WG fungicide & miticide) / Blackberries / Broad mite, two spotted mite, bean spider mite and red berry mite	All States	25-Mar-19	31-Mar-24	Hort Innovation
PER88058 Version 2	Serenade opti biofungicide (<i>Bacillus amyloquefaciens</i>) / Blackberries and raspberries / Botrytis grey mould	All States	15-Oct-19	31-Aug-27	Hort Innovation
PER89241	Spinetoram / Berry fruit / Fall armyworm	All States and Territories, except VIC	06-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb / Rubus species / Fall armyworm (<i>Spodoptera frugiperda</i>)	All States and Territories, except VIC	13-Mar-20	31-Mar-23	Hort Innovation
PER89406	Etoxazole / Blackberries and raspberries / Two spotted mite and bean spider mite	All States and Territories, except VIC	30-Apr-20	30-Apr-23	Hort Innovation
PER89353 Version 3	Chlorantraniliprole / Strawberries and rubus spp. (field and protected) / Fall armyworm	All States and Territories, except VIC	05-May-20	31-May-23	Hort Innovation
PER89407	Fenbutatin oxide / Blackberries and raspberries / Two spotted mite, European red mite, broad mite, red berry mite and bean spider mite	All States and Territories, except VIC	14-May-20	31-May-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including berry Fruit / Fall armyworm	All States and Territories, except VIC	21-Jul-20	31-Jul-23	Hort Innovation

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	Date issued	Date issued	Expiry date	Permit holder
PER80070 Version 2	Pyrethrin (Pyganic organic insecticide) / Rubus, ribes and blueberry / Monolepta beetle, green vegetable bug and green stink bug	All States	18-Aug-15	31-Oct-25	ABGA C/Wollongbar
PER90178	Afidopyropen (Versys) / Blackberries and raspberries (cane berries) / Aphids including green peach aphid and greenhouse whitefly suppression	All States & Territories	20-Apr-21	30-Apr-24	Hort Innovation
PER90208	Sulfoxaflor (Transform insecticide) / Blackberries and raspberries / Green peach aphid, cottonseed bug, green mirids, brown mirids, greenhouse whitefly, apple dimpling bug and suppression of scale and Rutherglen bug	All States and Territories, except VIC	05-May-21	31-May-24	Hort Innovation
PER89214	Fonicamid (MainMan 500WG) / Raspberries and blackberries / Mirids, jassids/leafhoppers, aphids, greenhouse whitefly and suppression of green vegetable bug and Rutherglen bug	All States and Territories	03-Jun-21	30-Jun-23	Hort Innovation
PER91601	Acetamiprid + Pyriproxyfen (Trivor insecticide) / Cane berries including raspberries and blackberries / Cottonseed bug, green potato bug, green vegetable bug, leafhopper, light brown apple moth, mealybugs, planthoppers, scale insects and suppression of Mediterranean fruit fly and Queensland fruit fly	All States and Territories, except VIC	21-Feb-22	28-Feb-25	Hort Innovation

***Note** – ABGA C/Wollongbar Permits not part of Raspberry and blackberry levy project

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.



Minor use permits

The Hort Innovation Strawberry 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 to manage pests, weeds and diseases.

For full details on these activities and links to relevant information, visit hortinn.com/strawberry-minor-use.

Current permits

Below is a list of minor use permits for the strawberry industry, current as of 15 August 2022.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12486 Version 6	Trichlorfon / Strawberries, blueberries and rubus spp / Queensland fruit fly and Mediterranean fruit fly	06-Oct-11	31-Mar-26	Hort Innovation
PER87408	Spinetoram (Success NEO) / Strawberries, rubus and rubus hybrids and blueberries / Fruit fly (suppression only) (All States)	15-Apr-19	30-Apr-24	Hort Innovation
PER80064 Version 3	Phosphorous acid / Strawberries / Crown rot (<i>Phytophthora</i> spp.)	01-Nov-14	31-Oct-25	Hort Innovation
PER13331 Version 3	Pyriproxyfen (Admiral) / Strawberries / Greenhouse and silverleaf whitefly	08-May-12	31-Aug-25	Hort Innovation
PER13542 Version 2	Maldison / Strawberries / Rutherglen bug and Lygaeid bugs	01-Jul-12	30-Jun-22	Hort Innovation
PER13697 Version 2	Metalaxyl-M (Ridomil Gold 480SL) and Phosphorous acid / Strawberry runners / Root and crown rot (<i>Phytophthora cactorum</i>)	28-Aug-12	30-Sep-22	SAI C/Hort Innovation
PER14483 Version 2	Pyraclostrobin (Cabrio Fungicide) / Strawberry runners (non-fruiting) / Crown or petiole rot	29-Oct-13	30-Sep-23	SAI C/Hort Innovation
PER14192 Version 2	Indoxacarb (Avatar) / Strawberries / White fringed weevil and garden weevil	24-Dec-13	30-Sep-23	SAI C/Hort Innovation
PER14307 (Replacing PER14307)	Zinc Phosphide (Rattoff) / Strawberry / Mice	01-Nov-21	30-Nov-24	Hort Innovation
PER81745 Version 2	Chlorpyrifos (Suscon green and suscon blue soil insecticide) Strawberries / Scarab beetles	21-Oct-15	30-Sep-23	Hort Innovation
PER82598 Version 2	Fonicamid (Mainman) / Strawberries / Aphids, whiteflies and green mirid (field and protected) (All States)	31-Mar-17	30-Nov-24	Hort Innovation

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
PER83871 Version 2	Fluazinam (Gem fungicide) / Strawberry runner production – nursery plants, including runners and plug plants (non-bearing) (Field and protected cropping) / Leaf blotch	19-May-17	30-Jun-27	Hort Innovation
PER89263	Emamectin (Proclaim Opti Insecticide) / Strawberries / Fall armyworm (<i>Spodoptera frugiperda</i>)	10-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb (Avatar Insecticide) / Strawberries / Fall armyworm (<i>Spodoptera frugiperda</i>)	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Strawberries / Fall armyworm (<i>Spodoptera frugiperda</i>)	10-Apr-20	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Berry fruit / Fall armyworm (<i>Spodoptera frugiperda</i>)	06-Mar-20	31-Mar-23	Hort Innovation
PER89353 Version 2	Chlorantraniliprole / Strawberries and rubus spp. (field and protected) / Fall armyworm (<i>Spodoptera frugiperda</i>)	05-May-20	31-May-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including berry 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. Details of the conditions of use associated with these permits can also be found on the APVMA site.

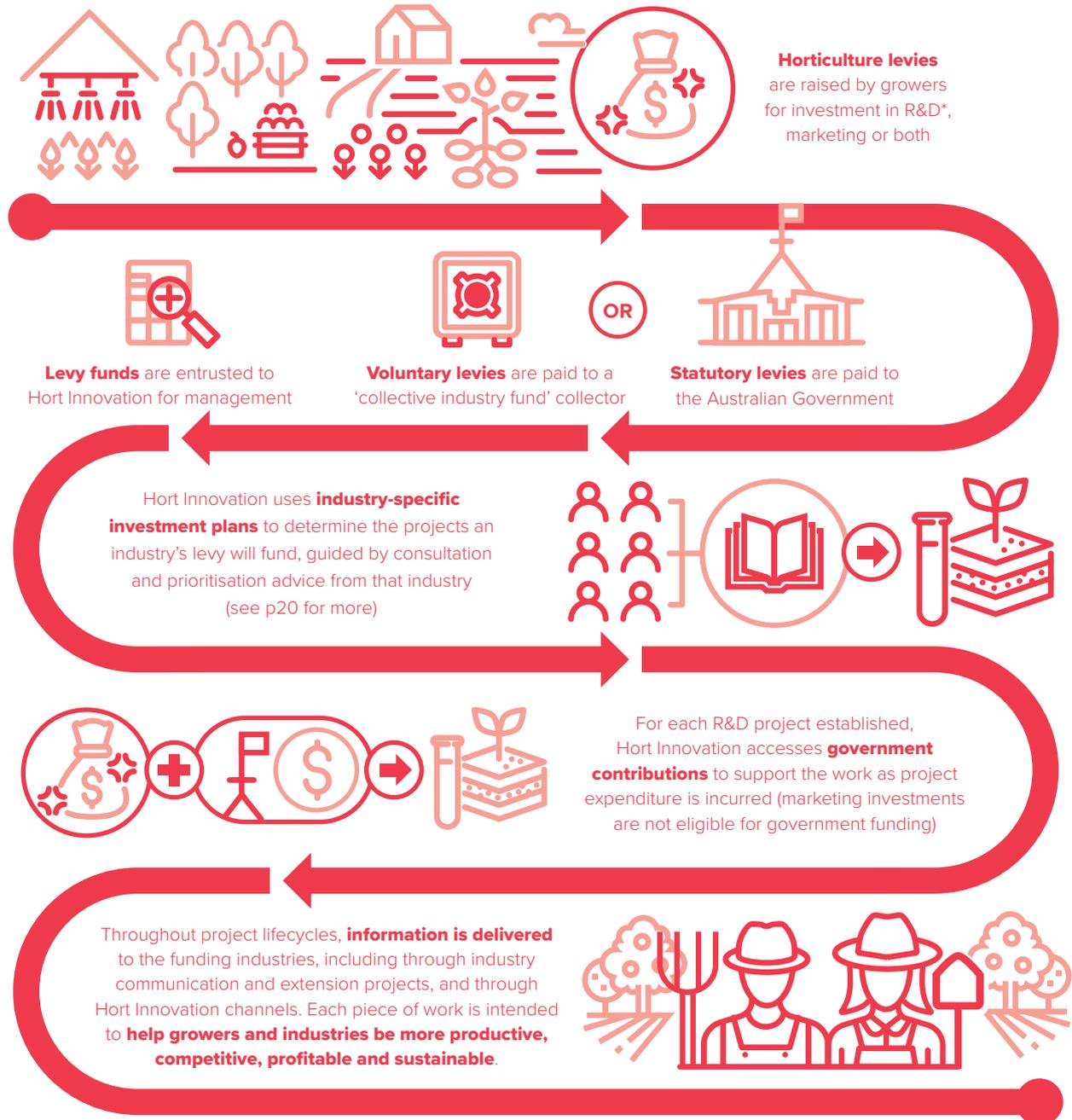
Keep up to date!

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How strategic levy investments are made across the berry funds

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. All levies across the berry funds were invested this way during the year, guided by the relevant Strategic Investment Plan 2022-2026 and advice from the industry’s investment advisory panel.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation berry funds, visit www.horticulture.com.au/growers. 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 reserve.

Hort Innovation

Horticulture Innovation Australia Limited
ACN 602 100 149

Level 7, 141 Walker Street
North Sydney NSW 2060 Australia

02 8295 2300 | communications@horticulture.com.au

www.horticulture.com.au

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