

What happened in the Dried Tree Fruit Fund last year?

Annual Report 2021/22



About Hort Innovation and the Dried Tree Fruit 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 dried tree fruit R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Dried Tree Fruit Fund.

Here's what your fund invested in over the year

The dried tree fruit Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Dried Tree Fruit Fund. The SIP features priority outcome areas identified and agreed upon by the industry. Hort Innovation works to invest in R&D initiatives aligned to these.

Outcome 1: Business insights

The Australian dried tree fruit industry is more profitable through informed decision-making using consumer knowledge and tracking.

Project title and code	2021/22 investment	Status	More information
Consumer demand spaces for horticulture (MT21003)	\$30	Ongoing	hortinn.com/mt21003
Consumer demand spaces for horticulture (MT21003)	\$30	Ongoing	hortinn.com/mt21003
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$7	Completed	hortinn.com/mt21201
Consumer usage and attitude tracking 2022/23 (MT21202)	\$25	Ongoing	hortinn.com/mt21202

Outcome 4: Industry supply, productivity and sustainability

The Australian dried tree fruit industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable best management practices and varieties.

Project title and code	2021/22 investment	Status	More information
Plant Biosecurity Research Initiative - Phase 2 (HA19007)	\$5	Ongoing	—

Consumer demand project provides insights for dried tree fruit growers

In 2021/22, the Hort Innovation Dried Tree Fruit Fund invested in a multi-industry project to identify and prioritise opportunities to engage consumers and build demand across the domestic market for fruits, nuts and vegetables.

Consumer demand spaces for horticulture (MT21003) will deliver a framework that can be used by industry to inform their decision-making around product development and marketing campaigns. The project team will compare the current 'state of play' against identified opportunities and prioritise based on potential impact.

The framework will be informed by research into:

- Current market landscape and competitive dynamics
- Consumer segmentation
- Consumer occasion-based needs
- 'White space' opportunities where consumer needs are currently unmet.

Here's a quick look at some early insights for dried fruit growers:

- Australians are likely to eat dried fruit for snacks or at breakfast
- The key moment when Australians eat dried fruit is while relaxing/taking a break or working/studying or doing housework
- Australians are most likely to use dried fruit as part of a snack or fresh on its own.

Find out more at hortinn.com/mt21003.

**Please note that the data includes the entire dried fruit category*



Financial operating statement

Dried Tree Fruit Fund Financial operating statement 2021/22

	R&D (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June
OPENING BALANCE	44,905	44,905
Voluntary levies from growers	6,196	6,196
Australian Government money	6,160	6,160
Other income*	86	86
TOTAL INCOME	12,443	12,443
Project funding	2,766	2,766
Consultation with and advice from growers	–	–
Service delivery	488	488
TOTAL EXPENDITURE	3,254	3,254
Levy contribution to across-industry activity	–	–
CLOSING BALANCE	53,780	53,780
Levy collection costs	\$314	\$314

* 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