



Cherry Fund

Annual Report 2018/19

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The projects in this report have been funded by Hort Innovation using sources including the cherry levy, Australian Government contributions and, in some instances, co-contributions from a variety of sources.



Just some of the things your fund delivered in 2018/19:

- ✓ Essential work in the fight against **Queensland fruit fly**, including in relation to export and market access for cherries (from p8)
- ✓ **The cherry Harvest to Home dashboard** providing regular consumer behavioural data and insight reporting, at www.harvesttohome.net.au
- ✓ The industry's ongoing **export readiness and market access program** (p9)
- ✓ A host of **new biosecurity initiatives**, allowing the cherry industry to join forces with others (p11)
- ✓ New insights into best practice for **post-harvest management** (p7)
- ✓ Domestic and international **marketing campaigns** (p13)
- ✓ **New final research reports and grower resources**, with 40+ now available from www.horticulture.com.au/cherry

2018/19 SNAPSHOT

\$809
THOUSAND
INVESTED
IN R&D

\$63
THOUSAND
INVESTED IN
MARKETING

20+
ACTIVE R&D
INVESTMENTS



Welcome

Hort Innovation is the grower-owned, not-for-profit research and development corporation (RDC) for Australia's horticulture sector. It's our job to work with industry to invest the cherry R&D and marketing levies, as well as Australian Government contributions, into key initiatives for growers.

The 2018/19 financial year was another great year of growing better, together – with strong investments, closer connections and critical collaborations being forged.

There was more than \$809,000 invested into R&D through the Hort Innovation Cherry Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of several new investments and a host of ongoing projects allowing the cherry industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Cherry Fund saw some \$63,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian cherries both domestically and overseas.

Read on to learn more about all of this work. And remember to take advantage of the Hort Innovation website at www.horticulture.com.au/cherry, where you can search and find information relating to investments, past and present, at any time. The new site and its Cherry Fund section were launched in 2018/19.

Finally, during the year there were many opportunities for Hort Innovation to connect with you, the growers. A big thank you in particular to everyone who came to our early-2019 regional roadshows to feed into the development of the new Hort Innovation Strategy 2019-2023 (read more at www.horticulture.com.au/strategy-2019-2023).

You can reach out to us at any time to learn more about our work, to submit ideas for investments, or to simply have a chat about your industry. You'll find details of specific staff at www.horticulture.com.au/get-in-touch, or can otherwise email communications@horticulture.com.au or call our general line on 02 8295 2300.



Additional value in the year

During 2018/19, Hort Innovation was proud to deliver extra value to the cherry industry, outside of levy-funded initiatives within the Cherry Fund. Here's a quick look at just some examples.



The new Hort Innovation website, with dedicated Cherry Fund section

You can now visit www.horticulture.com.au/cherry to quickly search and find cherry investment information and updates, project resources, and growing tips and advice from Hort Innovation's R&D work. You can also download full final research reports direct from the site, access key contact information, share your ideas and feedback, and so much more.



The Australian Horticulture Statistics Handbook

Each year Hort Innovation delivers an *Australian Horticulture Statistics Handbook* packed with horticulture statistical information and analysis for use by specific industries and the wider sector. The handbook combines all available data on production, international trade, processing volumes and fresh market distribution for some 75 categories. The 2017/18 edition, released in early 2019, is available from www.horticulture.com.au/horticulture-statistics-handbook.



Hort Frontiers projects

With seven investment areas, Hort Innovation's Hort Frontiers strategic partnership initiative is about collaborative, cross-industry work to address longer-term, complex issues and opportunities identified as critical for the future of Australian horticulture. While the cherry levy has been co-invested into some Hort Frontiers projects, the bulk of funding continues to come from broad-reaching funding relationships secured by Hort Innovation, plus support from the Australian Government. Learn about all of the projects and what they're delivering for you at www.horticulture.com.au/hort-frontiers.



Grant funding

In 2018/19, Hort Innovation delivered \$6.7 million worth of investments involving grant funding across the horticulture sector. To do so, we applied for and secured a range of competitive grants on behalf of industry, including through the Australian Government's Rural R&D for Profit program, Improved Access to AgVet Chemicals initiative, and Agricultural Competitiveness White Paper. With projects across everything from biosecurity to pollination, there's plenty in there to directly and indirectly benefit the cherry industry.

Making investments in 2018/19

Hort Innovation is dedicated to making the right investments at the right time and in the right areas, in line with identified priorities for the industry.

Where the funding comes from

The cherry industry's grower-raised statutory R&D and marketing levies are collected by the Australian Government and entrusted to Hort Innovation as the RDC for Australian horticulture. It's then our responsibility to work with the industry to invest these levies – together with Australian Government contributions in the case of R&D – into strategic initiatives for the benefit of growers.

Additional funding streams can also come into play, such as co-investment dollars from sources including project partners, and grant funding that Hort Innovation secures on behalf of industry.

How decisions are made

Investment decisions in the Hort Innovation Cherry Fund are guided by the industry's Strategic Investment Plan (SIP). This document was developed through close consultation with growers and other industry stakeholders, and outlines specific investment priorities, strategies and themes. An at-a-glance version can be found at www.bit.ly/cherry-plan, or find the full version at www.horticulture.com.au/cherry.

The SIP is currently used like a 'roadmap' by the cherry Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives that's tasked with providing advice to Hort Innovation on potential levy investments.

Turning ideas into investments

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the work they want to see. Ideas can be submitted any time via Hort Innovation's investment idea form at www.bit.ly/concept-form.

Ideas that are selected for investment are worked into project proposals by Hort Innovation. These are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

Responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

Keeping track of investments

All investments in the Hort Innovation Cherry Fund are detailed on the 'Your investments' page at www.horticulture.com.au/cherry. We also send news and alerts to Hort Innovation members and contacts – if you haven't already, you can sign up for free at www.horticulture.com.au/sign-up.



New investment analysis

You can now clearly see how investments in the Hort Innovation Cherry Fund align to the industry's SIP, with new and interactive investment analysis information available from www.bit.ly/cherry-investment. The analysis currently shows the allocation of funding against each of the cherry SIP outcomes from the start of the SIP (2016/17) to the end of 2018/19, and gives an indication of the projects that are aligned to each outcome.

R&D project list 2018/19

NEW INVESTMENTS IN 2018/19

CY18000	Mid-term technical review of CY16009*
FF18003	SITplus: Port Augusta Qfly SIT factory pilot operation
MT17006	Xylella coordinator
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)
MT18011	Ex-post impact assessment^

* This flagged project both began and ended in 2018/19

^ This multi-industry project was a key monitoring and evaluation investment during 2018/19 – we encourage you to find the full details at www.horticulture.com.au/mt18011

ONGOING INVESTMENTS IN 2018/19

CY16004	Export readiness and market access
CY16005	Cherry industry minor use program
CY16009	Methyl bromide disinfection of Queensland fruit fly
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†
LP15001	Global Masterclass in Horticultural Business
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>)

ONGOING INVESTMENTS IN 2018/19 (continued)

MT17015	Consumer behavioural and retail data for fresh produce
ST16006	Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017
ST16008	AgVet collaborative forum

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

INVESTMENTS COMPLETED IN 2018/19

CY15002	Cherry communications program
CY16003	Cherry communications support
CY16011	Implementing brown sugar flotation for assuring freedom in fruit fly
CY17000	Review of international best practice for post-harvest management of sweet cherries in Australia

During the 2018/19 financial year, all levy paying horticulture industries also contributed to a small selection of across-industry projects addressing issues that affect horticulture as a whole. Details of all investments that Hort Innovation manages can be found at www.horticulture.com.au.



But wait, there's more. To see what Hort Innovation delivered across the entire horticulture sector in 2018/19, download the full Hort Innovation Annual Report 2018/19 from www.horticulture.com.au/annual-report-portal.

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 as they become available.

Review of international best practice for post-harvest management of sweet cherries in Australia (CY17000)

NOW COMPLETE

Key research provider: NSW Department of Primary Industries

This project, which ran from late 2017 into 2018, was responsible for reviewing local and international postharvest practices that optimise cherry shelf life, quality and value throughout the supply chain.

The review considered all factors associated with good postharvest practices, ranging from pre-harvest growing conditions and harvest through to handling, packing, storage, cooling and what happens in the cool chain to the retailer and consumer.

Researchers also looked at new and innovative approaches to maintaining quality, such as the use of edible coatings and some innovative pre-harvest management practices that have been shown to increase storage life and fruit quality.

Some top-level notes from the project team:

- » The future success of the Australian cherry industry will be driven by the need to consistently deliver high quality fruit to the consumer
- » Pre-harvest factors determine the quality of harvested fruit, and it's critical to optimise fruit quality at harvest with genetics and orchard management to improve fruit size, firmness and taste
- » Many management factors regularly employed by growers, such as calcium and GA sprays, have little evidence of effectiveness
- » Harvest and postharvest handling as well as storage are critical components of maintaining and delivering high quality cherry fruit to the consumer – damage is not always apparent during handling, but shows up during storage in the supply chain

- » The control of postharvest decay needs to be actively managed – while postharvest fungicides are widely used and effective, there is a need to work towards low residue alternatives to reduce postharvest decay and to provide a marketing advantage of Australian cherries in export markets
- » The effective management of stem freshness (maintaining the green colour of the stem) while cosmetic, optimises fruit value
- » The cool chain is the most important aspect of cherry postharvest management – cherries are very perishable and storage or handling at higher than recommended temperatures reduces quality and storage life, making it essential to maintain correct handling and storage temperatures from the orchard to the consumer
- » While the cool chain can be managed on farm and in the cool room, it's important to work with the entire supply chain, including trucking companies and retailers, to ensure the cool chain maintains fruit quality
- » The increased competition from other southern hemisphere competitors, including Chile, into important export markets reinforces the need to improve fruit quality and market differentiation – it's essential that the postharvest handling and presentation of fruit to the consumer is improved
- » If Australian cherries are premium quality, then consumers feel justified in paying premium prices – for both domestic and international markets
- » Premium packaging can play a key role in maintaining quality as well as market differentiation – it protects cherries against damage, maintains food safety, and assists marketing that maximises returns to the grower and packer.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/cy17000.

Implementing brown sugar flotation for assuring freedom in fruit fly (CY16011)

NOW COMPLETE

Key research provider: Applied Horticultural Research

Cherries are subjected to strict quarantine treatments in order to access fruit fly sensitive markets, both interstate and overseas. Previous Hort Innovation Cherry Fund project *Evaluation of the sugar flotation method for testing cherries for Queensland fruit fly* (CY14009) demonstrated that brown sugar flotation offers a quick and easy way to check for the presence of eggs and larvae in cherry fruit. This project, which ran from 2017 to 2019, further refined brown sugar flotation for cherries for implementing the process commercially.

Initial testing of the brown sugar flotation method took place in the lab, checking the amounts of materials that would be required by growers to conduct each test. From this, the researchers developed an initial set of training materials.

Trials conducted by the NSW Department of Primary Industries (NSW DPI) demonstrated that the solution needed to be at least 16°Brix for eggs to float. It was also found that the solution could be made several weeks in advance and cold stored, as the time between adding solution and examining for eggs and larvae was not critical. Ensuring cherries were thoroughly crushed maximised recovery of eggs and larvae.

A standardised procedure was developed and then adapted for implementation on farm. During the project, NSW DPI developed a protocol for application of brown sugar flotation as part of a trial systems approach to access markets in fruit fly free South Australia.

The protocol, testing 600 fruit sampled from each registered block, twice during the season, was implemented. Brown sugar flotation was used on over 17,000 cherry fruit from New South Wales and over 3000 cherry fruit from Victoria during the 2018/19 season. No Queensland fruit fly eggs or larvae were detected.

The revised procedure has been provided to the cherry industry along with identification guides for use during the process. In addition, a short instructional video, available at www.bit.ly/brown-sugar-flotation-technique, was made to demonstrate the process and further assist growers and packers to identify fruit fly larvae.

Full details and resources can be found in the project's final research report, which can be downloaded from www.bit.ly/cy16011.

Methyl bromide disinfection of Queensland fruit fly (CY16009)

Key research provider: NSW Department of Primary Industries

This ongoing project is tasked with providing a data package on the use of methyl bromide as a post-harvest disinfection fumigant for Queensland fruit fly on cherries. This information will be used to help develop improved market access with commercially viable protocols.



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

NEW IN 2018/19

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.

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

HORT FRONTIERS

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

This project is developing a 'temperature-sensitive lethal, male-selecting' strain of Queensland fruit fly. To put simply, the research will allow for male-only, sterile fruit flies to be bred in large numbers. It is one of the key projects in the broader strategic co-investment SITplus initiative that's tackling the issue of fruit fly. The male flies are to ultimately be released in growing regions of south-eastern Australia that are affected by the pest. They will come to outnumber the wild male population in these areas 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 are involved in the project which, as a SITplus initiative, is part of the Hort Frontiers Fruit Fly Fund.

Export readiness and market access (CY16004)

Key research provider: Cherry Growers Australia

This ongoing project is supporting the export readiness of the Australian cherry industry. It is:

- » Assisting in designing 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 disease 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; supporting industry attendance at international trade shows; and delivering an export strategy detailing market access, improvement and development priorities.

With mainland-grown Australian cherries having been granted access to Vietnam and China, the project also has a role in supporting growers in taking advantage of both new and existing export opportunities.

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 demonstrating that the commodity either comes from an area that is free of pests and diseases (area freedom), or involves the application of an agreed, stringent end-point treatment. This project is a collaboration between industry, researchers and regulators to help Australian horticulture 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.

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/industries/cherries.



Consumer behavioural and retail data for fresh produce (MT17015)

Key research provider: Nielsen

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

The platform has 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.

Masterclass in Horticultural Business (LP15001)

HORT FRONTIERS

Key research providers: University of Tasmania in partnership with Lincoln University and Wageningen Research Academy

The Masterclass in Horticultural Business course was developed under the Hort Frontiers Leadership Fund and is aimed at fostering new innovators and leaders for the Australian horticulture industry. Best described as a 'mini MBA', it's a nine-month course where participants develop their business skills and build their own business plans for the future. The

course is delivered predominantly online, with several face-to-face sessions and field trips to some of Australia's savviest horticulture outfits.

Cherry levy has been co-invested into the Masterclass investment to support scholarships for industry levy-payers. For the 2018 Masterclass, two cherry scholarships were awarded.

Cherry communications program (CY15002)

NOW COMPLETE

Key research provider: Coretext

This program, which ran from 2016 to 2019, provided communication to cherry growers and other industry stakeholders involving timely industry news, R&D updates, marketing outcomes and other key information. The goal was to allow growers to make informed decisions as new opportunities and challenges arose.

A number of regular communication channels were produced and maintained by this investment, including but not limited to:

- » The quarterly *Cherry* magazine
- » The monthly *Cherry Newsletter* e-newsletter
- » A range of videos communicating R&D project outputs.

Links to the project's videos and resources, as well as the full final report, are available from www.bit.ly/cy15002.

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 p12.

All current minor use permits for the industry are searchable at portal.apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at www.horticulture.com.au/sign-up.

Generation of 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 Uses of Agricultural and Veterinary (AgVet) Chemicals program, plus levy contributions.

Xylella coordinator (MT17006)

NEW IN 2018/19

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 multi-industry and multi-sector investment supports the role and activities of a national coordinator as part of a three-year 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.

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

NEW IN 2018/19

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

Adding to the PBRI's *Xylella* work as described in the previous project description, this multi-industry investment will review and 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.

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

Key research provider: Plant Health Australia

This multi-industry investment is tasked with improving industry awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, and also increasing the capacity to detect and respond to any incursions of the pest.

Activities include building knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. Looking at options for meeting domestic and international quarantine requirements are also among the project's activities.



To keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year – and to search and find resources and reports from these investments – visit www.horticulture.com.au/cherry.

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.

Permits in 2018/19

During the 2018/19 financial year, a successful renewal for PER12590 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Cherry industry minor use program* (CY16005).

Meanwhile, a successful renewal for PER82062 was also issued during 2018/19, with the application submitted through the industry minor use program in the previous financial year.

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 19 September 2019.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER80542	Trichlorfon / Cherries / Fruit flies	01-Apr-15	31-Mar-20	Growcom
PER11002 Version 2	Indoxacarb (Avatar) / Cherries / European earwig	14-May-09	31-Mar-20	Growcom
PER13131	Fipronil (Regent) / Cherries / European earwig	21-Nov-11	30-Mar-20	Fruit Growers Tasmania
PER12590 Version 4	Spinetoram (Delegate) / Pome fruit and stone fruit / Fruit fly (suppression only)	06-Oct-11	31-May-24	Summerfruit Australia Limited C/Hort Innovation
PER84533	Diazinon / Sweet cherries / Black cherry aphid	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

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.

Minor use permit updates are circulated in Hort Innovation's e-newsletter, *Growing Innovation*. Don't yet receive it? Sign up for free at 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 quick look at some of the activities and achievements of the 2018/19 program.

The first year of a new three-year marketing strategy, 2018/19 saw a range of activities such as delivery of the local cherry mentor program, which is about educating and upskilling Woolworths produce staff on how to store, handle and merchandise Australian cherries, through to in-store sampling and display competitions under the Taste Australia brand overseas.

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.

Cherry mentor program

Following the success of a pilot store mentoring program for Woolworths last year, an expanded program involving 52 stores was run in 2018. This involved increasing the number of participating stores in Sydney (from 15 to 28

stores) and expanding the project to Brisbane and the Gold Coast (12 stores), as well as Melbourne (12 stores). The timing of the program was also extended to include both pre-Christmas and January sales, compared to Christmas only in 2017.

During this period stores were visited twice weekly during the initial two weeks of the program and then weekly thereafter to conduct mentoring and to assist with merchandising and sampling with Woolworths' produce department staff and consumers. A daily summary report was prepared and sent to Woolworths at the conclusion of each day, with a total of 416 reports produced. The reports included information on the stores' cherry displays (size and location, availability of fruit and fruit quality), back room operations, staff feedback, advice and training on cherry retailing best practices and recommendations for stores to carry out.

Over a six-week period, there were 203 sampling opportunities in participating stores where more than



2500 customers received cherry samples. The resulting sales uptake was significant – on average, each person who sampled the cherries made a purchase of approximately 1.7 bags in store. At an average weight of 600g, this is about 2.5 tonnes of cherries sold.

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: An auction launched the season at the Sydney Markets in early November 2018. Growers from Young and Orange attended the event which attracted NSW Premier Gladys Berejiklian, several football and sporting personalities, and more than 30 cherry wholesalers. Excitement around the first case of cherries for the season attracted many media outlets, including television show *Sunrise* who featured the auction live in their morning coverage.

Victoria: Continuing to build loyal relationships to encourage brand advocacy was a key focus, with 14 social media influencers invited to a cherry farm in Victoria. This firsthand sensory experience involved visiting businesses along the Victorian Cherry Trail, and the guests shared their own content through their blogs, social media channels and radio interviews. This resulted in more than one million consumers being exposed to key messages for Australian Cherries via Instagram alone.

South Australia: The strategy was to boost consumer awareness around timeliness of the season via public relations and social media engagement. There were two bursts of activity, early December and late December/early January, with an emphasis on driving sales after the Christmas period.



This resulted in 10 pieces of media coverage across leading print and online publications, as well as a reach of more than 200,000 people through social media.

Cherries SA also continued to produce and promote the Cherry Map, which showcases where cherries can be purchased direct from the farm gate. This season there were 24 participating growers, and 15,000 A3 copies were printed and distributed through tourism outlets. Upgrades to the Fresh Cherries App, funded under last season's promotional activities, were fully operational this season and successfully allowed growers to login and update on a daily basis whether or not they were open or closed. There were many positive comments from customers reported about the level of customer focus and support provided through the app, which allows customers to find out what products are available, from where and when.

Tasmania: The industry coordinated its activities as part of the Eat Well Tasmania initiative championing healthy eating and promoting opportunities to eat healthy Tasmanian-grown, produced and value-added food. Extensive PR and social media for the campaign achieved a reach of over 115,000 people.

Promotions for cherries also included participation in the Tasmanian Seasonal Produce Gate Guide which was in its 10th year of publication. Some 20,000 copies were printed and distributed, and a new, digital 'flip book' version was hosted on the Eat Well Tasmania website. The flip book page received more than 3700 specific visits. The guide continues to be promoted and supported on both the Tasmanian Seasonal Produce Gate Guide and Eat Well Tasmania websites.

Western Australia: The state-based program engaged influential Western Australia media, distributed point-of-sale material to retail stores, and saw demonstrator-led sampling events in independent retailers, including point-of-sale installations. Positive feedback was given during the sampling sessions, with consumers saying they love Australian cherries and appreciated being able to try them before they purchased.

Queensland: Tasting events took place in Your Local Fruit Shop stores, via Brismark's Retailer Program. This was supported by 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.

New brand assets

Using the overarching theme of ‘Share the love’, new brand assets (logo, styling, typography, colours and the like) were developed in 2018/19 to capture the inherent special qualities of cherries, while encouraging consumers across Australia to share cherries throughout the summer season. These brand assets will be rolled out for the 2019/20 campaign.

Export activity

This was the first cherry season with export marketing taking place under Taste Australia, the Australian whole-of-horticulture export brand, led by Hort Innovation. Working with industry, China and Vietnam were identified as priority countries with marketing designed to support insight-led activities in China and market maintenance activities in Vietnam.

Taste Australia in China

Two profile-raising events were held in January 2019 in Shanghai and Guangzhou. The messaging for the events focused on airfreight freshness in addition to seasonality information and Australia’s unique brand story. A promotional video was created as an effective tool to highlight the airfreight fresh messaging in a creative way. Nearly 80 key supply chain stakeholders, government officials and media were invited to be part of the season’s launch and to strengthen relationships. Australian cherry industry representatives also attended. Feedback from the events



indicated the opportunity to meet and talk to growers was highly valued. Nine high-profile pieces of media coverage were achieved from this event resulting in Australian cherry messaging being communicated to an audience of nearly 4.68 million people.

A specific WeChat group was set up to communicate key content and education messaging to attendees on the morning of the launch to build excitement. An additional WeChat article focused on Chinese New Year gifting was published earlier in the campaign.



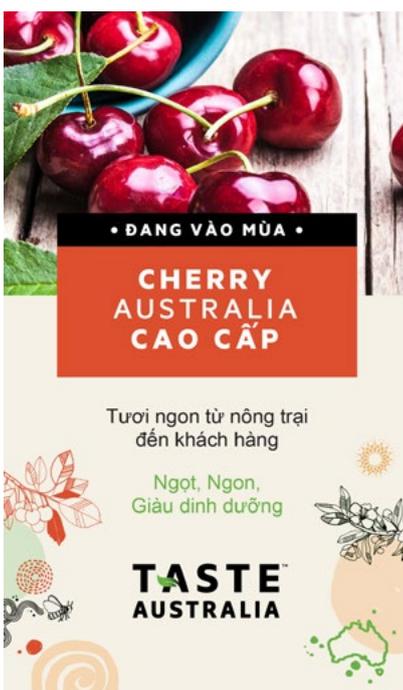
Taste Australia in Vietnam

Activities undertaken in Vietnam included in-store sampling, social media and public relations (PR).

Three major retailers partnered with Taste Australia to sample Australian cherries: AEON, Big C and Klever. Promotions ran from mid to late January 2019 and a total of 47 in-store display sessions were completed.

A social media campaign across Facebook and Instagram launched newly developed recipe content and also included competitions across the platforms to create buzz about the new-season fruit being in stock. This activity reached almost 800,000 people. The inclusion of competitions and recipe-based content resonated well with good engagement levels.

A display competition was also run for retailers to drive a greater presence in stores and ensure Australian cherries were seen by as many consumers as possible. This generated excellent prominence and helped to drive awareness and encourage trial during the promotional period.



Financial statement

Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
OPENING BALANCE	7,516	652,371	659,887
Levies from growers (net of collection costs)	680,393	514,330	1,194,722
Australian Government money	478,656	–	478,656
Other income*	-1,202	28,513	27,310
TOTAL INCOME	1,157,846	542,842	1,700,689
Project funding	809,029	63,346	872,375
Consultation with and advice from growers	17,485	2,157	19,642
Service delivery – base	33,506	4,458	37,964
Service delivery – shared	55,524	7,388	62,912
Service delivery – fund specific	41,768	50,032	91,800
TOTAL EXPENDITURE	957,312	127,381	1,084,693
Levy contribution to across-industry activity	21,927	–	21,927
CLOSING BALANCE	186,123	1,067,832	1,253,955
Levy collection costs	38,868	29,192	68,060

* Interest, royalties



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Hort Innovation

Horticulture Innovation Australia Limited
ACN 602 100 149

Level 7, 141 Walker Street
North Sydney NSW 2060 Australia

Telephone 02 8295 2300
communications@horticulture.com.au

www.horticulture.com.au