



# Onion Fund

Annual Report 2019/20

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

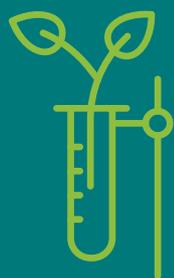
## About the year

**An intense and unpredictable year, 2019/20 certainly dealt challenges for the world, for Australian horticulture, and for Hort Innovation.** There was ongoing drought, a devastating bushfire season, intense floods, the biosecurity threat of fall armyworm and, of course, the global and ongoing COVID-19 pandemic.

**We encourage you to download a copy of the overarching Hort Innovation Annual Report 2019/20** at [www.horticulture.com.au/annual-report-portal](http://www.horticulture.com.au/annual-report-portal) to better understand Hort Innovation's responses to these events, and how the company was able to change its plans and priorities to best serve the sector.

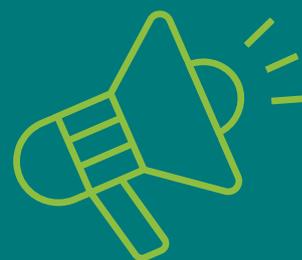
**Through it all, though, activity in the Hort Innovation Onion Fund remained strong.** While some activities inevitably changed under COVID-19, there was still some \$353,000 invested in R&D for the industry, plus \$212,000 in marketing. Read on for an overview of what was delivered.

## 2019/20 Onion Fund snapshot



**\$353,000**

invested in R&D



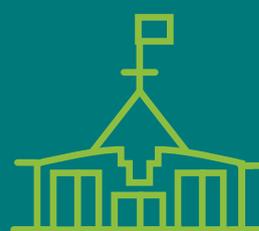
**\$212,000**

invested in marketing



**19**

active R&D  
investments



**\$1.01M**

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

## Did you know?



**79%**

Brown onions account for 79 per cent of Australia's onion production, and red onions 19 per cent



**5.8%**

Production value grew at an average annual rate of 5.8 per cent over the five years to 2018/19



**48%**

Onions are produced across Australia, with South Australia the largest contributor at 48 per cent of production volume

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories, for use by individual industries and the wider sector. The 2018/19 edition was released in early 2020 and, for the first time, features an interactive dashboard format for desktop users. See [www.horticulture.com.au/horticulture-statistics-handbook](http://www.horticulture.com.au/horticulture-statistics-handbook).



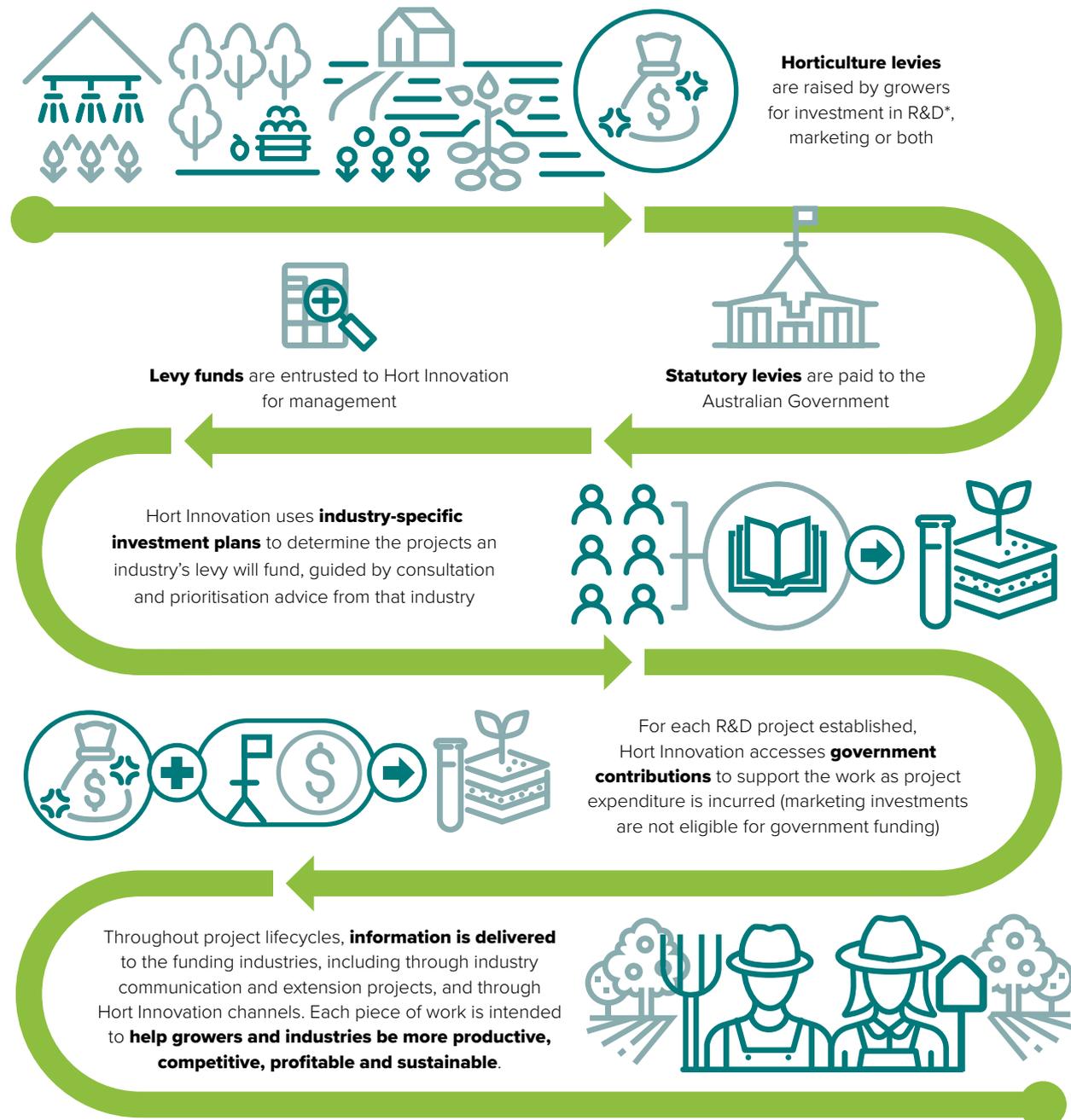
## Just some of the things delivered for you during the year:

- ✓ **The industry communications program**, which delivers an annual magazine focusing on the latest R&D updates, quarterly e-newsletter *The Onion Project*, podcasts, videos and grower case studies (see [p8](#))
- ✓ **The onion Harvest to Home dashboard** providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](http://www.harvesttohome.net.au)
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast ([www.horticulture.com.au/webinars](http://www.horticulture.com.au/webinars)) and regular consumer attitude and behaviour information ([www.horticulture.com.au/impact-monitor](http://www.horticulture.com.au/impact-monitor))\*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, [www.bit.ly/armyworm-podcast](http://www.bit.ly/armyworm-podcast)\*
- ✓ **A multi-pronged domestic marketing campaign** and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign\* ([www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food))
- ✓ **Projects to help educate various audiences about the health benefits of onions**, including a nutritional literature review, a farm tour for chefs, and a culinary literacy event (see from [p7](#))
- ✓ **Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see [www.horticulture.com.au/hort-frontiers](http://www.horticulture.com.au/hort-frontiers)\*
- ✓ **Projects supported by grants** secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2019/20 for more\*

\*These initiatives were delivered outside of the Hort Innovation Onion Fund and, in most instances, did not involve the industry levy

# Making investments in 2019/20

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The onion R&D and marketing levies were invested this way during the year, guided by the Onion Strategic Investment Plan and advice from the industry’s investment advisory panel.



To learn more about funding specific to the Hort Innovation Onion Fund, visit [www.horticulture.com.au/onion](http://www.horticulture.com.au/onion). During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy reserves.

## Investment planning and performance

During 2019/20, Hort Innovation continued to track investment expenditure against the Onion Strategic Investment Plan, while looking towards new developments in 2021. Access an at-a-glance copy of the current investment plan at [www.bit.ly/onion-plan](http://www.bit.ly/onion-plan).

### A performance analysis is coming

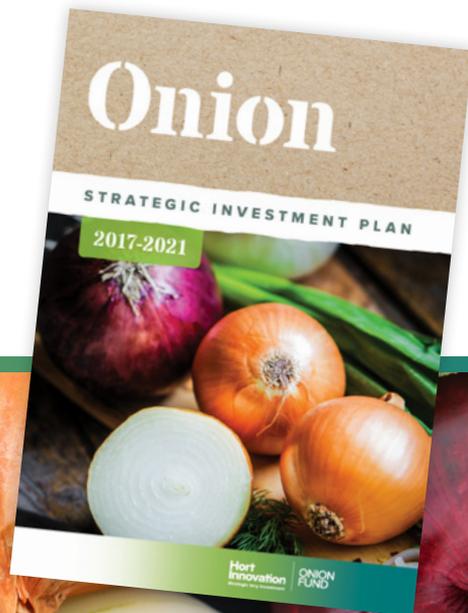
The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for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

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

You can see how investment expenditure in the Hort Innovation Onion Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from [www.bit.ly/onion-investment](http://www.bit.ly/onion-investment). The analysis shows the allocation of funding against each of the onion plan's outcomes, and gives an indication of the projects that are aligned to each outcome.

### New ways of obtaining advice and setting priorities

In 2020/21, Hort Innovation will be implementing new ways of obtaining advice and setting priorities for industry investments. Renewed industry investment plans, plus new yearly (or as needed) program plans and new ways of consulting more broadly will mean more efficient investment and better outcomes for industry. Watch this space.





## R&D project list 2019/20

### NEW INVESTMENTS IN 2019/20

MT19000	Phenomenom phase two launch and professional development series*
MT19001	Chef's Table culinary literacy for Australian mushrooms and onions*
MT19005	Horticulture trade data
MT19008	Strategic Agrichemical Review Process (SARP) updates
MT19012	Industry-specific impact assessment program

\* These flagged projects were both new and completed in 2019/20

### ONGOING INVESTMENTS IN 2019/20

VN15001	Review of the national biosecurity plan for the onion industry and development of a biosecurity manual for onion producers
VN16000	Onion industry minor use program
VN18003	Australian onion industry communications program
MT16005	Enhanced National Bee Pest Surveillance Program
MT16009	An IPM extension program for the potato and onion industries

### ONGOING INVESTMENTS IN 2019/20 (continued)

MT17017	Vegetable cluster consumer insights program
MT18001	Australian foodservice syndicated market reports
MT18011	Ex-post impact assessment <sup>^</sup>
ST18001	Generation of data for pesticide applications in horticulture crops <sup>†</sup>
ST17000	Generation of data for pesticide applications in horticulture crops 2018 <sup>†</sup>

<sup>^</sup> This multi-industry project was a key monitoring and evaluation investment during 2019/20 – we encourage you to find the full details at [www.horticulture.com.au/mt18011](http://www.horticulture.com.au/mt18011)

<sup>†</sup> Activities for the onion industry under these investments are funded wholly through the government's AgVet grant program

### INVESTMENTS COMPLETED IN 2019/20

VN18000	Onions foodservice farm tour and education pilot
VN18001	Australian onion consumer research
VN18002	Australian onions nutritional literature review
ST16008	AgVet collaborative forum

## R&D report

Take a closer look at some of the key investments in the Hort Innovation Onion Fund during 2019/20. You can also visit [www.horticulture.com.au/onion](http://www.horticulture.com.au/onion) at any time to access information on new, ongoing and completed projects, and to download resources produced by levy investments, such as fact sheets and guides.

### *Onions foodservice farm tour and education pilot (VN18000)*

**NOW COMPLETE**

**Key research provider:** Straight To The Source

This investment supported a pilot onion farm tour for chefs and hospitality professionals in 2019. The paddock-to-plate event took place at Rathjen Farm and the Rivapak onion packing facility in South Australia, to provide attendees with a better understanding of the Australian onion industry and to provide education on the value and versatility of onion culinary applications.

You can watch a video recapping the tour at [www.bit.ly/onions-tour](http://www.bit.ly/onions-tour), and visit [www.bit.ly/vn18000](http://www.bit.ly/vn18000) for full details of the project's activities, including its final research report.

### *Australian onions nutritional literature review (VN18002)*

**NOW COMPLETE**

**Key research provider:** Food Bytes

This investment, which ran during 2019, reviewed the latest evidence-based health and nutrition benefits of Australian brown, red and white onions.

This information has since been available to inform future Hort Innovation Onion Fund marketing activities, particularly the development of new claims and messages that the industry can use around onions, in various forms of education and outreach activities. The key claims are also available to industry, and the information will be used to further educate health professionals such as dietitians, GPs, fitness trainers and naturopaths about the benefits of onions. The *Australian Onions Health and Nutrition Overview* can be accessed from [www.bit.ly/vn18002](http://www.bit.ly/vn18002).

### *Australian onion consumer research (VN18001)*

**NOW COMPLETE**

**Key research provider:** Fiftyfive5

This investment, which concluded at the start of 2019/20, delivered a deeper understanding of onion consumers, including their consumption habits, attitudes and needs. This information will be used to inform future Hort Innovation Onion Fund marketing activities, as well as provide insights to the onion industry at large. The research also provided insight into the effectiveness of the industry's previous marketing activities and identified key targets and opportunities for growth in the future.



## ***Chef's Table culinary literacy for Australian mushrooms and onions (MT19001)***

**NEW IN 2019/20 & NOW COMPLETE**

**Key research provider:** ClubsNSW

A collaboration with ClubsNSW's 2019 Chef's Table event, this investment helped educate foodservice industry leaders about the health and nutrition benefits of Australian onions and mushrooms, and their use in cooking, through a masterclass skills session. ClubsNSW has some 1125 member clubs, with the Chef's Table event bringing together chef representatives from their kitchen teams.

## ***Phenomenom phase two launch and professional development series (MT19000)***

**NEW IN 2019/20 & NOW COMPLETE**

**Key research provider:** Edible Adventures Productions

During 2019, this investment delivered information on the Phenomenom initiative ([www.phenomenom.com.au](http://www.phenomenom.com.au)). Phenomenom was developed to educate children about vegetables through videos, podcast episodes and downloadable teaching materials, and includes modules and resources specific to Australian onions. Project MT19000 ran two professional development workshops to help educate and upskill teachers about the materials and logic behind Phenomenom. It also developed and delivered a launch toolkit and event, held at the very beginning of 2019/20.

For full details on the project, visit [www.bit.ly/mt19000](http://www.bit.ly/mt19000).

## ***Vegetable cluster consumer insights program (MT17017)***

**Key research provider:** Nielsen

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

The platform has a dedicated dashboard for onions, making 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 Onion Fund marketing plans

## ***Australian onion industry communications program (VN18003)***

**Key research providers:** Cox Inall Communications and RMCG

Ongoing through 2019/20, this project delivers effective and timely communications to ensure Australian onion growers and other industry stakeholders are kept up to date with the latest R&D outcomes, marketing activities, and other industry news and information. In communicating R&D in particular, the goal is to support practice change for growers that boosts productivity and profitability.

The regular communication channels produced and maintained by the project in 2019/20 included, but weren't limited to:

- » An annual magazine focusing on the latest R&D updates
- » Quarterly e-newsletter *The Onion Project*
- » Podcasts highlighting industry R&D, marketing and other information
- » Videos detailing R&D work.

Resources from the year are available at [www.bit.ly/vn18003](http://www.bit.ly/vn18003).

In early 2020/21, this investment brought Onions Australia on board to provide further strategic insight to the program and improve distribution channels.

## ***An IPM extension program – onion and potato (MT16009)***

**Key research provider:** IPM Technologies

This project, for and funded by the onion and potato growing and processing industries, has a focus on integrated pest management (IPM). Its core activities are to support growers in adopting IPM on farm – improving pest management with minimal pesticide use and a reduction in associated costs. This includes the delivery of workshops, the use of demonstration sites with commercial crops, and the production of materials such as articles, guides and case studies distributed in industry channels.

To get involved in trialling IPM, telephone and email support is offered through the program to growers wanting to use the approach, which can include advice on pest management decisions week-by-week.

The project is also responsible for training advisors from Australia's major onion and potato growing regions in IPM, and with the threat of tomato potato psyllid, additional funding from the potato growing and processing industries is used specifically for activities related to the pest.

Learn more and find project resources via [www.bit.ly/mt16009](http://www.bit.ly/mt16009).

*As a result of COVID-19, in 2020 some of this project's training activities took place via Skype or Zoom, while workshops and demonstration site visits have been temporarily postponed until restrictions are lifted.*

### ***Review of the national biosecurity plan for the onion industry and development of a biosecurity manual for onion producers (VN15001)***

**Key research provider:** Plant Health Australia

This investment is responsible for reviewing and updating the onion industry's biosecurity plan. In identifying, prioritising and looking at the management and surveillance of key biosecurity risks, the biosecurity plan provides a framework for risk mitigation, and for managing the impact of potential pest and disease incursions.

While the plan itself is a high-level decision-making document, for growers the project has also produced a biosecurity manual detailing key exotic and endemic pests, weeds and diseases and how to minimise the risk of them. You can download the manual at [www.bit.ly/onion-biosecurity-manual](http://www.bit.ly/onion-biosecurity-manual).

### ***Enhanced National Bee Pest Surveillance Program (MT16005)***

**HORT FRONTIERS**

**Key research provider:** Plant Health Australia

This investment is delivering a nationally coordinated bee pest surveillance program to help safeguard honey bee and pollinator-dependent industries in Australia. It builds on previous industry work, and includes upgrading sentinel hive arrays, strengthening relationships with surveillance operators, the introduction of new elements such as Asian hornet screening and more. The surveillance is designed to enable the early detection of high-priority pest incursions that can impact on honey bees, providing the best opportunity for successful pest eradication.

The onion industry is one of several contributors to the work, and the program is part of the Hort Frontiers Pollination Fund.



## Onion industry minor use program (VN16000)

**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 onion industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see [p11](#).

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

## Data generation investments (ST17000 and ST18001)

**Key research provider:** Peracto

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the APVMA which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.

These multi-industry projects continue to generate the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including onions. They include **Generation of data for pesticide applications in horticulture crops 2018 (ST17000)** and **Generation of data for pesticide applications in horticulture crops (ST18001)**, both of which are supported by grant funding through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

## Strategic Agrichemical Review Process (SARP) updates (MT19008)

NEW IN 2019/20

**Key research provider:** AGK Services

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

## Impact assessment work

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

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



## Minor use permits

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

### Permits in 2019/20

During the 2019/20 financial year, a successful renewal for PER13119 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Onion industry minor use program* (VN16000). Applications for new permit PER89185 and a renewal of permit PER80282 were also submitted during 2019/20, which were then issued in early 2020/21.

Meanwhile, a successful renewed permit PER84734 was also issued during 2019/20, with the application submitted through the industry minor use program in the previous financial year.

Separately, fall armyworm – an incredibly destructive exotic pest – was detected on Australian shores for the first time in 2020. To support readiness and protect the horticulture sector, Hort Innovation was involved in securing emergency permits for crop protection chemicals, with all horticulture industries having at least one effective option available to them by the end of 2019/20. For the onion industry, PER89331 and PER89293 were obtained for this reason.

Details for these and all other permits can be found in the following table.



## Current permits

Below is a list of minor use permits for the onion industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER13119 Version 5	Diazinon / Onions / Onion thrips (TAS only)	06-Mar-12	31-May-23	Hort Innovation
PER14602 Version 4	Boscalid (Filan), iprodione (Rovral Aquaflo) and chlorothalonil (Bravo) / Onion seed and onions / Neck rot ( <i>Botrytis allii</i> )	24-Jul-14	30-Sep-23	Onions Australia C/Hort Innovation
PER13698 Version 3	Phosphorous acid / Lettuce (leaf and hydroponic), fennel and bulb (alliums), vegetables – bulb onion, garlic, leek, shallot, spring onion and tree onion / Downy mildew	01-Oct-12	30-Sep-22	Hort Innovation
PER14773 Version 3	Bentazone-sodium (Basagran) / Onions / Broadleaf weeds	16-Apr-14	31-Jan-23	Onions Australia C/Hort Innovation
PER80282 Version 3	Alpha-Cypermethrin / Onions / Onion thrips	16-Dec-14	30-Nov-25	Hort Innovation
PER84734 Version 2	Haloxypol (Verdict) / Bulb onions / Storksbill and various weeds	19-Dec-17	31-Dec-24	Hort Innovation
PER84808	Ethofumesate (Tramat) / Bulb onions / Broadleaf and grass weeds as per product label	20-Feb-18	28-Feb-23	Onions Australia C/Hort Innovation
PER86865 Version 3	loxynil (South African formulation) / Onions (field grown) / Annual and broadleaf weeds as per Totril Selective Herbicide label	03-Aug-18	31-Aug-21	Onions Australia C/Hort Innovation
PER80060 Version 3	Dimethenamid-P (Frontier-P herbicide) / Bulb onions / Nutgrass / Purple nutsedge (suppression only) (WA only)	31-Aug-15	31-Jul-21	Western Australia Vegetable Growers' Association (VegetablesWA)
PER81876 Version 3	Abamectin / Various vegetables including bulb onions / Vegetable leafminer (suppression only)	24-Jun-16	30-Apr-24	Hort Innovation
PER87914	Bromoxynil (Nufarm Maya Herbicide), unregistered / Onions / Broadleaf weeds	22-May-19	31-May-21	Onions Australia
PER89331	Spinetoram (Success Neo Insecticide) / Bulb Onions / Fall armyworm	23-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Bulb onions / Fall armyworm	10-Apr-20	30-Apr-23	Hort Innovation
PER89185	Fonicamid (Mainman) / Bulb vegetables: onions, shallots, chives, leeks, fennel (bulb) and spring onions / Suppression only of onion thrips and western flower thrips	06-Aug-20	31-Aug-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at [portal.apvma.gov.au/permits](http://portal.apvma.gov.au/permits). Details of the conditions of use associated with these permits can also be found on the APVMA site.

**Keep up to date!** Find monthly minor use permit updates in our *Growing Innovation* e-newsletter. Sign up for free at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).

## Marketing report

Hort Innovation is responsible for investing the onion marketing levy into a range of activities to drive awareness and consumption of onions on behalf of all levy-paying growers, under the Hort Innovation Onion Fund. Read on for a snapshot of activities and results from 2019/20.

The Australian Onions marketing program continues to encourage Australian families to discover the many layers of onions, including their ease of use, health benefits and great flavour – in turn encouraging increased purchase and consumption. In the second year of a three-year marketing strategy, the 2019/20 campaign encouraged demand for onions through a range of channels and projects, including recipe development, website updates, social media, public relations and in-store sampling.

### Recipe development

To inspire home cooking with onions, 12 delicious new recipes were created showcasing brown, red and white onions. These recipes were suitable for the whole family to enjoy, easy to make, and most importantly, featured onion as the hero ingredient. The recipes illustrated the versatility of onions, showing they are even more than a reliable base ingredient.

The recipes were showcased through many channels to encourage Australians

to enjoy onions more frequently, including through a promotional recipe booklet, provided to the participants of the Australian Onions 2019 Health and Nutrition Report launch event.

### Website update

The Australian Onions website was refreshed to celebrate the versatility, flavour, and health benefits of onions ([www.australianonions.com.au](http://www.australianonions.com.au)). Consumers can easily navigate the new website to find all onion recipes, onion preparation tips, and health messaging, including the latest health report. This improved user experience was reflected in the 77 per cent increase in people visiting the site, 45 per cent increase in pages viewed, and 76 per cent increase in average time spent on the website, compared to the year before the refresh.

The website update marked the final move away from the previous Secret Serve campaign and towards a contemporary look at onions, as was presented at the Onions Australia AGM conference in October 2019. Instead of being hidden, onions are highlighted





for the nutritional powerhouse and flavour boosters that they are. This is now reflected in the website, consumer communications, and through promotion of the 2019 Health and Nutrition Report.

## Social media

As per previous years, Australian Onions had 'always-on' social media activity across Instagram (@aussieonions) and Facebook (www.facebook.com/australianonions) channels. Social media consistently reminded and inspired Australians to buy more onions, more often, through three content pillars: showcasing onion-specific crowd pleasers for the family; education on the health benefits of onions; and providing convenient recipes and tips.

In addition to the 'always on' posting of onion content, Australian Onions achieved great engagement with a social media competition and through a partnership with Jacqueline Alwill, Australian health influencer, nutritionist, and mum.

Jacqueline, also known as Brown Paper Nutrition, created five fantastic recipes showcasing brown, red and white onions as a key ingredient. In addition to this newsworthy content, Jacqueline promoted her recipes and the health benefits of onions to her 84,000 followers.

Overall, the Australian Onions social media activity performance was strong, with results surpassing targets. Facebook performed exceptionally well with a reach of over 2.6 million people and an engagement rate of 12 per cent. Instagram also delivered strong results with a reach of over 770,000 and a high engagement rate of 19 per cent.

## Public relations (PR)

Australian Onions provided newsworthy information through new recipe creation, the partnership with influencer Jacqueline Alwill, and a launch event for the 2019 Health and Nutrition Report.

In November 2019, Australian Onions hosted the event at Arthur Restaurant in Surry Hills, New South Wales. It aimed to inspire media and health influencers with the latest onion nutrition science, onion recipe ideas, and storage and preparation tips. During the lunch, guests were treated to an entrée, main, side and dessert featuring onions, celebrating the versatility and taste of onions.

During the event, the key findings of the Australian Onions Health and Nutrition Report were discussed, and an onion-cutting demonstration was held by Arthur Restaurant's head chef, Tristan Rosier.





The event and subsequent pitching of the health report achieved increased social media activity our influencers, and coverage in influential, wide-reaching publications such as *that's life!*, *New Idea*, and *Woman's Day*.

Overall, the Australian Onions 2019/20 campaign delivered great results, achieving a reach of over 15 million Australians. Specifically, this was achieved through 21 pieces of earned media with a potential reach of 10.8 million people and 30 pieces of social media coverage with a reach of 4.4 million people.

### In-store sampling

In addition to the PR and social media activities, Australian Onions undertook in-store sampling nationwide in major supermarkets. The sampling activity took place in 164 Woolworths and Coles stores during October and November 2019.

In each store, sampling stands were set up near the onion shelves. The objective of the sampling was to demonstrate to shoppers the ease, versatility, and taste of onions. This was done through sampling of a delicious Spinach and Caramelised Onion Dip, made with a mix of brown and red onions. At the stand, shoppers could sample the dip on a cracker and take a recipe card away to further inspire onion creations at home.

An estimated 15,524 samples were given out, leading to positive brand exposure. In addition to sampling, the Australian Onions brand ambassadors gathered insights about onion quality, favourite onion dishes and onion demand drivers, to name a few.





## THE GOOD MOOD FOOD

### THE GOOD MOOD FOOD

In 2019/20, Hort Innovation created The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, vegetables and nuts.

With the central message that these Aussie horticulture products are natural mood boosters, the campaign was developed to support the sector through the impacts of recent challenges including bushfires, drought, floods and of course COVID-19 – the effects of which continue to be felt in consumer spending and purchasing behaviour.

Initially running between May and November 2020, The Good Mood Food has been seen across the country on TV; in newspapers; on radio and music streaming services; online (including on YouTube and TV catch-up services); on social media; and via retail partnerships and advertising screens near supermarkets.

In July, 56 per cent of surveyed consumers said The Good Mood Food had positively influenced their shopping habits, and by the end of campaign's run, 98 per cent of all Australians were expected to be reached.

Learn more at [www.horticulture.com.au/the-good-mood-food](http://www.horticulture.com.au/the-good-mood-food).

# Financial statement

## Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
<b>OPENING BALANCE</b>	<b>1,381,187</b>	<b>89,317</b>	<b>1,470,505</b>
Levies from growers (net of collection costs)	749,963	258,502	1,008,465
Australian Government money	222,251	–	222,251
Other income*	17,461	728	18,189
<b>TOTAL INCOME</b>	<b>989,676</b>	<b>259,230</b>	<b>1,248,906</b>
Project funding	352,627	212,003	564,629
Consultation with and advice from growers	1,998	66	2,065
Service delivery – base	17,049	10,647	27,696
Service delivery – shared	31,829	15,288	47,117
Service delivery – fund specific	41,000	35,000	76,000
<b>TOTAL EXPENDITURE</b>	<b>444,503</b>	<b>273,004</b>	<b>717,507</b>
Levy contribution to across-industry activity	–	–	–
<b>CLOSING BALANCE</b>	<b>1,926,360</b>	<b>75,543</b>	<b>2,001,903</b>
Levy collection costs	19,546	6,836	26,382

\* Interest, royalties

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