

# What happened in the Apple and Pear Fund last year?

Annual Report 2021/22



# About Hort Innovation and the Apple and Pear Fund

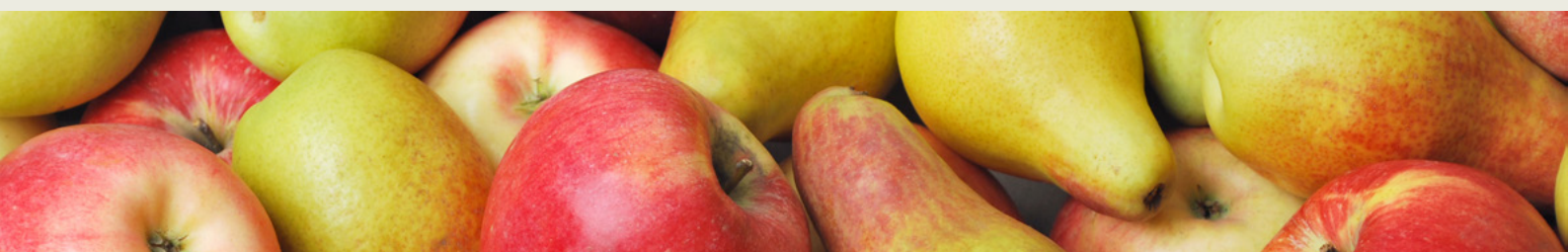
Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the apple and pear R&D and marketing levies, together with Australian Government contributions, into key initiatives for growers, through the Apple and Pear Fund. We're proud of the work we do to help drive productivity, profitability, and demand for apple and pear growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Apple and Pear Fund 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](http://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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**\$3.29M**

invested in R&D



**\$2.74M**

invested in marketing



**\$5.46M**

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

### Industry facts



**\$650M**

Apples had a production  
value of \$650 million  
in 2020/21



**\$140M**

Pears had a production  
value of \$140 million  
in 2020/21



**88%**

Apples and pears are grown  
across Australia, however some  
88 per cent of our pears and  
46 per cent of our apples are  
grown in Victoria

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](http://www.horticulture.com.au/horticulture-statistics-handbook).

### Consumer insights



**105K**

There are 105,000 more  
households purchasing  
apples this year compared  
to a year ago



**17.6kg**

Australian households purchased  
an average of 17.6kg of apples this  
year. This is a 1.9 per cent increase  
compared to a year ago.



**6 million**

Six million households  
purchased pears in  
the twelve months  
to June 2022

These insights were made available through the Harvest to Home platform ([www.harvesttohome.net.au](http://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 new market access and trade development program** to bolster industry readiness, knowledge and technical capabilities around export – see [hortinn.com/ap21001](https://hortinn.com/ap21001)



**A new quality assurance program** working with retailers to improve the in-store appearance and quality of apples and pears – read more at [hortinn.com/ap21002](https://hortinn.com/ap21002)



**Continued investment in the Productivity, Irrigation, Pests and Soils program** (or PIPS3) for apple and pear growers, find out more at [www.horticulture.com.au/apple-and-pear](https://www.horticulture.com.au/apple-and-pear)



**A new industry communications program** to continue delivery of the *Australian Fruitgrower* magazine, *Industry Juice* emails and more via [www.apal.org.au](https://www.apal.org.au)



**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](https://hortinn.com/mt21008)



**Harvest to Home dashboards** for apples and pears providing regular household purchase data and insight reporting at [www.harvesttohome.net.au](https://www.harvesttohome.net.au)



**Multi-pronged domestic marketing campaigns** for both Aussie Apples and Australian Pears – read more from [p11](#)



**Access to consumer insights through multi-industry investments** to understand consumer behaviours, attitudes and purchase intentions – see [www.horticulture.com.au/apple-and-pear](https://www.horticulture.com.au/apple-and-pear)



**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](https://www.horticulture.com.au/hort-frontiers)\*

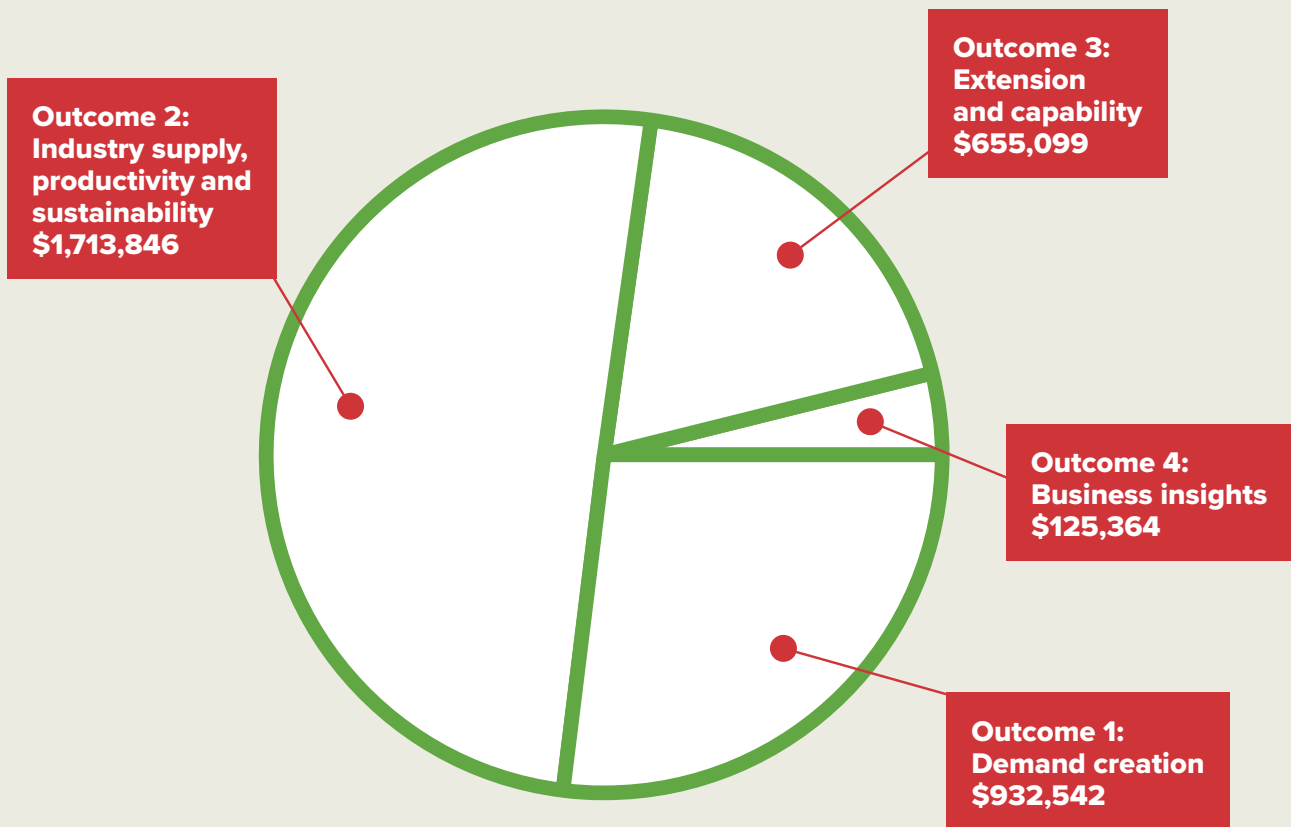


**Projects supported by grants secured by Hort Innovation**, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details\*

You can visit [www.horticulture.com.au/apple-and-pear](https://www.horticulture.com.au/apple-and-pear) 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 Apple and Pear Fund and, in most instances, did not involve the industry levy

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



The apple and pear Strategic Investment Plan (SIP) guides investments specific to the Hort Innovation Apple and Pear 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 Apple and Pear 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?

## Outcome 1: Demand creation

Demand creation supports the Australian apple and pear industry to develop 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 apple and pear marketing campaign on [p11](#).

Project title and code	2021/22 investment	Status	More information
<b>Developing a national systems approach for meeting biosecurity requirements to access key Asian markets</b> (AM17001)	\$21,000	Completed	<a href="http://hortinn.com/am17001">hortinn.com/am17001</a>
<b>Apple and pear export readiness and market access</b> (AP17002)	\$247,654	Completed	<a href="http://hortinn.com/ap17002">hortinn.com/ap17002</a>
<b>Apple and pear market access and trade development</b> (AP21001)	\$379,960	Ongoing	<a href="http://hortinn.com/ap21001">hortinn.com/ap21001</a>
<b>Apples and pears quality assurance program</b> (AP21002)	\$151,313	Ongoing	<a href="http://hortinn.com/ap21002">hortinn.com/ap21002</a>
<b>Essential market access data packages</b> (MT14052)	\$130,178	Ongoing	<a href="http://hortinn.com/mt14052">hortinn.com/mt14052</a>
<b>Australian horticulture international demand creation</b> (ST21007)	\$2,438	Ongoing	<a href="http://hortinn.com/st21007">hortinn.com/st21007</a>

## Outcome 2: Industry supply, productivity and sustainability

The Australian apple and pear industry has increased profitability, efficiency and sustainability through innovative R&D and sustainable best management practices (BMPs).

Project title and code	2021/22 investment	Status	More information
<b>Developing agri-tech solutions for the Australian apple industry</b> (AP16005)	\$538,000	Completed	<a href="http://hortinn.com/ap16005">hortinn.com/ap16005</a>
<b>Pilot sterile codling moth releases for the apple industry</b> (AP18001)	\$50,000	Ongoing	<a href="http://hortinn.com/ap18001">hortinn.com/ap18001</a>
<b>Strengthening cultural and biological management of pests and diseases in apple and pear orchards</b> (AP19002)	\$254,000	Ongoing	<a href="http://hortinn.com/ap19002">hortinn.com/ap19002</a>
<b>Advancing sustainable and technology driven apple orchard production systems</b> (AP19003)	\$82,499	Ongoing	<a href="http://hortinn.com/ap19003">hortinn.com/ap19003</a>

Continued

## Investments

### Outcome 2: Industry supply, productivity and sustainability (continued)

Project title and code	2021/22 investment	Status	More information
<b>Technology review for fruit traceability at every stage of the apple and pear fruit production and supply chain</b> (AP19004)	\$47,000	Completed	<a href="http://hortinn.com/ap19004">hortinn.com/ap19004</a>
<b>Developing smarter and sustainable pear orchards to maximise fruit quality, yield and labour efficiency</b> (AP19005)	\$208,260	Ongoing	<a href="http://hortinn.com/ap19005">hortinn.com/ap19005</a>
<b>Improved Australian apple and pear orchard soil health and plant nutrition</b> (AP19006)	\$188,620	Ongoing	<a href="http://hortinn.com/ap19006">hortinn.com/ap19006</a>
<b>Independent program coordination for the apple and pear Productivity, Irrigation, Pests and Soils program (PIPS3)</b> (AP19007)	\$38,900	Ongoing	<a href="http://hortinn.com/ap19007">hortinn.com/ap19007</a>
<b>Apple and pear biosecurity plan review</b> (AP21003)	\$75,000	Ongoing	<a href="http://hortinn.com/ap21003">hortinn.com/ap21003</a>
<b>SITplus: Port Augusta Qfly SIT factory pilot operation</b> (FF18003)	\$69,464	Ongoing	<a href="http://hortinn.com/ff18003">hortinn.com/ff18003</a>
<b>National Fruit Fly Council Phase 4</b> (FF20000)	\$8,000	Ongoing	<a href="http://hortinn.com/ff20000">hortinn.com/ff20000</a>
<b>Plant Biosecurity Research Initiative – Phase 2</b> (HA19007)	\$3,363	Ongoing	
<b>Enhanced National Bee Pest Surveillance Program</b> (MT16005)	\$15,000	Completed	<a href="http://hortinn.com/mt16005">hortinn.com/mt16005</a>
<b>Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)</b> (MT17006)	\$12,030	Ongoing	<a href="http://hortinn.com/mt17006">hortinn.com/mt17006</a>
<b>Parasitoids for the management of fruit flies in Australia</b> (MT19003)	\$45,953	Completed	<a href="http://hortinn.com/mt19003">hortinn.com/mt19003</a>
<b>Across horticulture support for export MRL compliance</b> (MT19006)	\$10,483	Ongoing	<a href="http://hortinn.com/mt19006">hortinn.com/mt19006</a>
<b>Regulatory support and coordination (pesticides)</b> (MT20007)	\$11,713	Ongoing	<a href="http://hortinn.com/mt20007">hortinn.com/mt20007</a>
<b>Strategic Agrichemical Review Process (SARP) – Updates</b> (MT21005)	\$5,250	Ongoing	<a href="http://hortinn.com/mt21005">hortinn.com/mt21005</a>
<b>National Bee Pest Surveillance Program: Transition program</b> (MT21008)	\$49,508	Ongoing	<a href="http://hortinn.com/mt21008">hortinn.com/mt21008</a>
<b>Creative campaign evaluation</b> (MT21012)	\$802	Ongoing	



### Outcome 3: Extension and capability

Improved capability and an innovative culture in the apple and pear industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
National apple and pear industry communications program (AP18000)	\$299,988	Completed	<a href="http://hortinn.com/ap18000">hortinn.com/ap18000</a>
Apple and pear industry communications program (AP21000)	\$355,111	Ongoing	<a href="http://hortinn.com/ap21000">hortinn.com/ap21000</a>

### Outcome 4: Business insights

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

Project title and code	2021/22 investment	Status	More information
Consumer behavioural and retail data for fresh produce (MT17015)	\$18,088	Completed	<a href="http://hortinn.com/mt17015-apple-pear">hortinn.com/mt17015-apple-pear</a>
Horticulture trade data (MT19005)	\$6,026	Ongoing	<a href="http://hortinn.com/mt19005">hortinn.com/mt19005</a>
Consumer demand spaces for horticulture (MT21003)	\$13,797	Ongoing	<a href="http://hortinn.com/mt21003">hortinn.com/mt21003</a>
Consumer behavioural data program (MT21004)	\$31,904	Ongoing	<a href="http://hortinn.com/mt21004">hortinn.com/mt21004</a>
Seasonal horticulture labour accommodation study (MT21007)	\$4,924	Ongoing	
Economic contribution of Australian horticulture (MT21010)	\$15,102	Ongoing	<a href="http://hortinn.com/mt21010">hortinn.com/mt21010</a>
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$3,355	Completed	<a href="http://hortinn.com/mt21201">hortinn.com/mt21201</a>
Consumer usage and attitude tracking 2022/23 (MT21202)	\$32,169	Ongoing	<a href="http://hortinn.com/mt21202">hortinn.com/mt21202</a>



# Financial operating statement

## Apple and Pear Fund Financial operating statement 2021/22

	R&D (\$)	Apple Marketing (\$)	Pear Marketing (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June	2021/22 July – June	2021/22 July – June
<b>OPENING BALANCE</b>	<b>339,643</b>	<b>1,397,283</b>	<b>1,264,123</b>	<b>3,001,049</b>
Levies from growers	2,131,881	2,340,739	984,541	5,457,161
Australian Government money	1,914,279	–	–	1,914,279
Other income*	42,669	6,519	6,143	55,330
<b>TOTAL INCOME</b>	<b>4,088,828</b>	<b>2,347,258</b>	<b>990,684</b>	<b>7,426,769</b>
Project funding	3,292,761	1,651,799	1,091,654	6,036,214
Consultation with and advice from growers	3,671	8,750	3,752	16,172
Service delivery	532,125	309,260	204,008	1,045,393
<b>TOTAL EXPENDITURE</b>	<b>3,828,557</b>	<b>1,969,809</b>	<b>1,299,414</b>	<b>7,097,780</b>
<b>CLOSING BALANCE</b>	<b>568,044</b>	<b>1,740,091</b>	<b>903,215</b>	<b>3,211,350</b>
Levy collection costs	31,870	34,640	52,177	118,687

\* 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 Apple and Pear Fund's focus over the next five years?



Hort Innovation developed the apple and pear Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the apple and pear industry, involving extensive consultation with apple and pear growers and industry stakeholders, including APAL. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

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

The apple and pear 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 Fund be investing in next year?

The apple and pear Annual Investment Plan (AIP) 2022/23 details how Hort Innovation spends levy funds over 12 months. The apple and pear 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/apple-and-pear-fund-management](http://www.horticulture.com.au/apple-and-pear-fund-management) to view both documents and better understand how Hort Innovation invests your levy.**

# A decision-support tool is helping growers to manage their irrigation and fertiliser use

**The PIPS3 program is all about providing apple and pear growers with new technology, advanced management systems and integrated biological management practices to pests, diseases and soil.**

The investment Improved *Australian apple and pear orchard soil health and plant nutrition (AP19006)* is developing the knowledge needed on soil health and plant nutrition to maximise quality and yield in apple and pear orchards. This research is providing the tools for growers to create orchards that use resources efficiently and sustainably, particularly under an increasingly variable climate. This project is part of the PIPS3 program for the apple and pear industry (the third iteration of the Productivity, Irrigation, Pests and Soils program).

A user-friendly web app is being developed by the project team as a decision support tool, providing growers and consultants with practical, easy to use irrigation and

nutrient management tools and resources that can be accessed in the field. The app will be driven by the 'SINATA' model, which is the Strategic Irrigation and Nitrogen Assessment Tool for Apples developed through earlier levy-funded research.

SINATA is a real-time, easy to use tool that calculates a current soil water balance, along with a seven-day forecast, to assist with tactical water management decision making. In parallel, it also calculates a soil N balance based on grower inputs, recommends N fertiliser requirements based on current tree demand, simulates N turnover, and estimates the potential environmental impact of different N fertiliser strategies.

## Meet Brett Squibb, apple grower from Tasmania

Brett is a third generation apple grower from Spreyton on the north-west coast of Tasmania. He's one of the growers testing the new SINATA tool and believes it will make a difference to his management of irrigation and N fertiliser inputs.



*Brett Squibb, apple grower, Spreyton, Tasmania.*

"We've always had an interest in irrigation and what we're doing with irrigation projection and nutrient forecasting. I believe that the timing of irrigation is critical. The more information we can have regarding the rates and timing of irrigation and nitrogen, the more it will help us to consistently produce premium fruit."

### What challenges do you face?

"For us, all the water we use is surface capture water, so irrigation is a very important part of what we do. Making sure we are irrigating at the right time and knowing when that is, would be our main challenge in our operations."

Continued



If we could have some sort of forecasting model that lets us know what we are doing is the right thing that would be a massive benefit for the industry”.

### **What do you see as the on-farm benefits?**

“The big one will be knowing that we’re using our water as efficiently as we can, especially when we haven’t got a river through the property or an irrigation scheme nearby.

In terms of nutrients, if we can know we’re applying it at the right time and getting the maximum benefit out of what we do apply, we won’t be wasting product and possibly having a detrimental effect on the environment.”

*If we could have some sort of forecasting model that lets us know what we are doing is the right thing that would be a massive benefit for the industry”*

**Brett Squibb, apple grower, Tasmania**

### **Why should other growers get involved in the PIPs program?**

“I think the more we can do, the more profitable we are going to be and there will be benefits for everybody. I’ve always worked on the theory that you can’t know too much and information you get is only as good as what you do with it.”

# Marketing spotlight

**Hort Innovation is responsible for investing the apple and pear 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.**

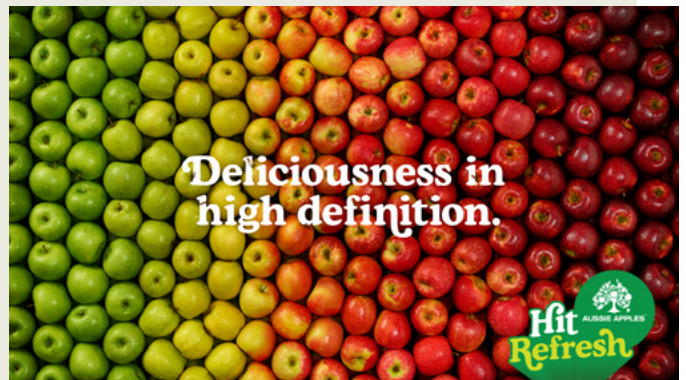
## AUSTRALIAN APPLES

In 2021/22, Australian Apples launched the ‘Hit Refresh’ campaign to reconnect Australians with apples. The campaign focused on clear and distinct messaging that apples are a healthy snack that makes you feel refreshed and revitalised. A post-campaign brand health study found that it prompted a 69 per cent recall for those that have seen the ad, who described apples as “refreshing and revitalising”, and 60 per cent found it “enjoyable.”



In 2021/22, the campaign targeted ‘light’ and ‘lapsed’ consumers through content that highlights the sensory experience of eating apples and reminds consumers why they love apples, evoking an association of enjoyment with the fruit.

The ‘hit refresh on your senses’ campaign creatively dramatised the refreshing experience of eating an apple. It achieved this by drawing on the insight that when you eat an apple, it’s a sensory overload – the taste, sound, and feeling awaken all the senses.



Continued



# Enjoy every juicy detail.



Out-of-home advertising and social media launched the campaign in June 2022 across the entire path to purchase. A new radio advertisement was created to represent the enjoyment of apples with sound, featuring high-definition sounds stimulating the listeners' taste buds and creating a desire to consume apples.

### Highlights of the campaign include:

- **Retail out-of-home advertising:** Out-of-home advertising used shopping centre panels to keep apples top of mind as people shopped. Both static and digital advertising featured a range of apples to visually highlight all the benefits of apples.
- **Radio advertising:** To extend the campaign's reach and messaging frequency, Australian Apples ran two 30-second advertisements and one 15-second advertisement across a national broadcast and Spotify streaming platform. The advertisements were tactfully scheduled to reach consumers throughout the day during primary snacking times.
- **Social media:** Australian Apples ran static and video social content across Facebook and Instagram to build cost-effective reach and awareness with two key audiences, 'Young Healthy Snackers' and 'Family Healthy Snackers.'
- **Retailer and shopper:** To remind shoppers to include apples in their everyday shopping baskets, a series of advertisements was run across in-store and online touchpoints across Woolworths (front of store screens, digital and online display) and Coles (full-page advertisement in Coles Magazine, online search terms). This activity delivered a one million reach across Coles and 4.2 million impressions across Cartology media channels. To compete against other snacking options in store, the shopper campaign will highlight snacking cues and align with the sensorial hooks of the master brand campaign. It will be applied across apple varieties to demonstrate the different sensory benefits each apple variety brings. The 'snack on a range for your senses' shopper-focused message aims to drive interest and trials of different apples available in store.

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](http://www.horticulture.com.au/annual-report-portal).

## AUSTRALIAN PEARS

In 2021/22, the marketing activities for Australian Pears aimed to increase consumer demand for the fruit by changing consumer attitudes to have them viewed as a staple snack item.

The campaign positioned pears as a healthy, tasty snack that's surprisingly good for you. It was supported across digital channels, social media, outdoor advertising, online video, public relations, and retail media across June and July 2022.

Brand tracking results in October 2021 showed that the existing 'good things come in pears' campaign increased consumers' perception that pears are healthy (from 72 per cent to 80 per cent.) After seeing the campaign, one in two consumers were more likely to purchase pears

In the 2022 season, Australian Pears continued to use this marketing campaign due to its initial success. It ran across:

- **Retail out-of-home advertising:** Both static and animated advertisements ran across out-of-home advertising in shopping centre panels to keep pears in mind as consumers enter stores.
- **Broadcast video on demand (BVOD) and online video:** Two 15-second non-skippable advertisements ran on broadcast video demand and YouTube.
- **Social media:** Both static and video social content across Facebook build cost-effective reach and awareness. Messaging highlighted the key health benefits of fibre and good gut nutrients.
- **Shopper:** To be present at shopping moments and remind shoppers to include pears in their everyday shopping baskets, a series of advertisements ran across Woolworth's shopper touchpoints. This included front-of-store screens, retail magazines, digital displays and online retailer websites and delivered a 3.8 million reach. Throughout the shopper campaign, a strong call to action to 'pick a pear today' was communicated, and content also addressed other key barriers, such as how to choose and ripen a pear for the best tasting experience, which was accompanied by messaging around 'how to care for your pears'.

In 2021, the 'pick a pear' Metcash display incentive had driven an increase in conversion rates and an uplift in wholesale volume (an increase of 3.6 per cent compared to the previous year). However, due to market challenges such as COVID-19 impacts, there was minimal uplift in retail sales. In 2022, the shopper campaign was optimised to entice and motivate light buyers to purchase pears.

A consumer cash promotion encouraged shoppers to purchase pears for their chance to win. The shopper promotion 'good things come in pears at IGA' ran with Metcash exclusively from the end of August to September 2022. In IGA stores, an in-store display incentive encourages staff to use provided point-of-sale campaign kits (posters, shelf strips, recipe tear pads and 'ripening' paper bags) to build disruptive displays.



Continued

### EXPORT CAMPAIGN FOR APPLES AND PEARS

In 2021/22, the Taste Australian marketing campaign promoted apples and pears in key export markets: Indonesia and Thailand.



The primary goal throughout the campaign was to build consumers' product knowledge and clearly differentiate Australian apples and pears.

The campaign consisted of three tactical pillars: retailer engagement, influencer engagement and social media management. The integrated approach included working with retailers on e-commerce, in-store displays and 'gift-with-purchase' promotions. During the season, supply-chain disruptions and COVID-19 restrictions impacted campaign delivery, which caused a reduction in activities.

#### Thailand

The campaign in Thailand was the most expansive of the two markets and was the least impacted by the rapidly changing landscape associated with the pandemic. The campaign commenced later than planned due to a rise in COVID-19 cases that affected in-store purchases. As a result, activities were pivoted to focus more on online channels, directing customers to engage and purchase online while products were in-market.

#### Indonesia

Indonesia is Asia's largest pear import market, with over 216,000 tonnes imported in 2020, a 29 per cent growth from 2019. Subsequently, it is an important market for Taste Australia to increase its presence. The pears campaign in Indonesia was an integrated campaign including both online and offline activities. Unfortunately, the market was heavily impacted by supply chain issues, resulting in only two containers of produce being delivered compared to 15 in Thailand. As a result, the campaign scope was changed, focusing on retail promotions to support produce in-store and social media.

In addition to the Taste Australia Apples and Pears campaign, three co-promotion campaigns were delivered by industry partners to support the UK and Thailand markets for apples, as well as the New Zealand, Singapore and Indonesian markets for pears.



# Minor use permits

The Hort Innovation Apple and Pear 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/apple-and-pear-minor-use](http://hortinn.com/apple-and-pear-minor-use).

## Current permits

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

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12590 Version 4	Delegate (spinetoram) / Pome fruit and stonefruit / Fruit fly (Suppression only)	06-Oct-11	31-May-24	Hort Innovation
PER12864 Version 3	Metiram (Polyram DF Fungicide) / Apples / Alternaria leaf blotch and alternaria fruit spot	18-Apr-13	30-Jun-26	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
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER89241	Spinetoram / Various including pome fruit / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89259 Version 2	Chlorantraniliprole / Pome fruit / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89278	Indoxacarb (Avatar Insecticide) / Apples, nashi pear and pears / Fall armyworm ( <i>Spodoptera frugiperda</i> )	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Apple and pear / Fall armyworm ( <i>Spodoptera frugiperda</i> )	10-Apr-20	30-Apr-23	Hort Innovation
PER89870	Spinosad (Entrust Organic) / Various including pome fruit / Fall armyworm	21-Jul-20	31-Jul-23	Hort Innovation

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

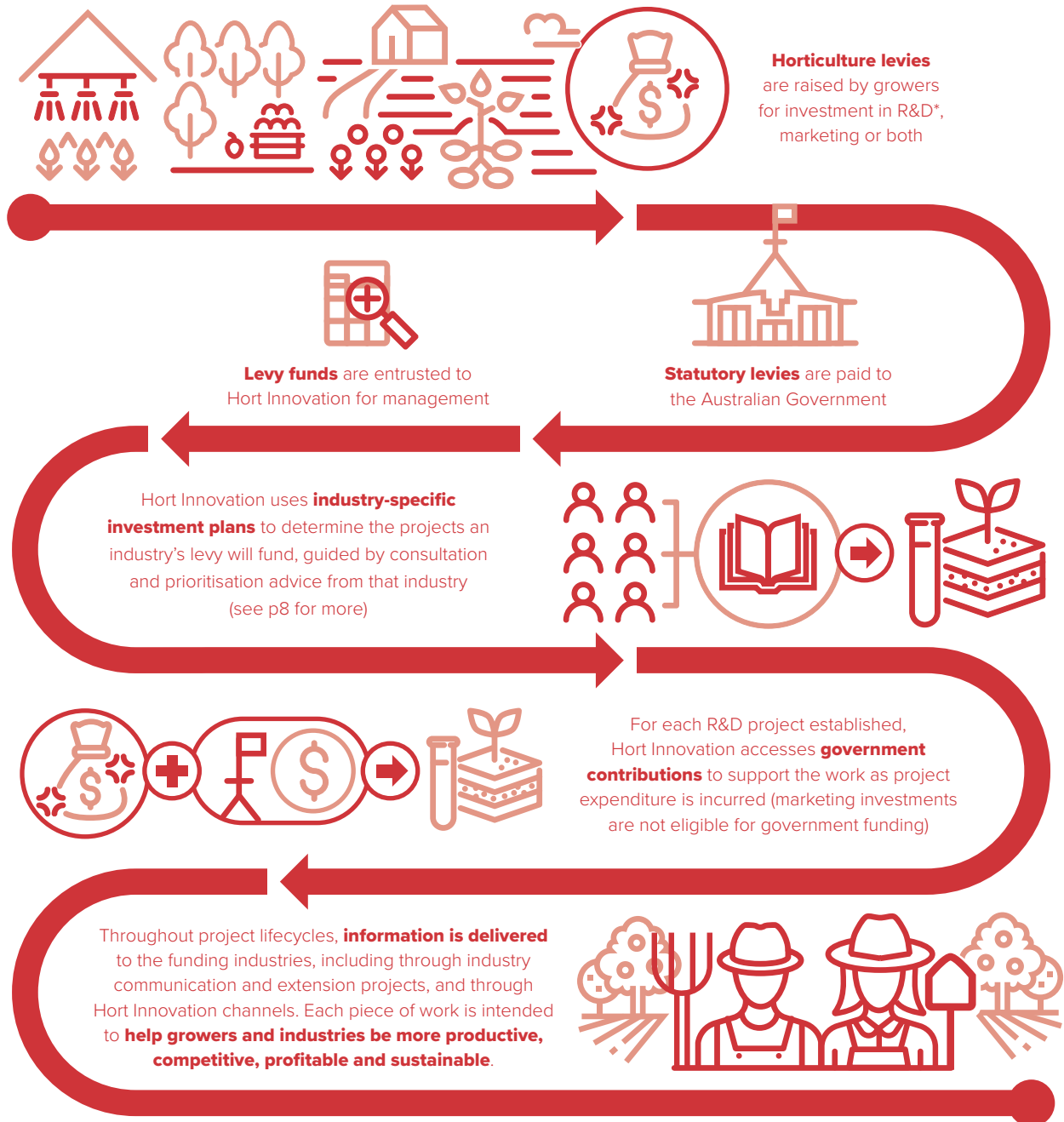
## Keep up to date!

Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at [www.horticulture.com.au/sign-up](http://www.horticulture.com.au/sign-up).

# How strategic levy investments are made in the Apple and Pear Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The apple and pear R&D and marketing levies were invested this way during the year, guided by the apple and pear 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 Apple and Pear Fund, visit [www.horticulture.com.au/apple-and-pear](http://www.horticulture.com.au/apple-and-pear). 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](mailto:communications@horticulture.com.au)

[www.horticulture.com.au](http://www.horticulture.com.au)

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