

A close-up photograph of a passionfruit cut in half, showing its yellow pulp and seeds. The fruit is set against a dark, textured background. A green rectangular overlay is positioned in the center, containing the title and subtitle.

Passionfruit Fund

Annual Report 2019/20

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

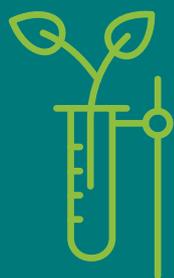
About the year

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 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 Passionfruit Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment. There was some \$234,000 invested in R&D for the industry, plus \$83,000 in marketing. Read on for an overview of what was delivered.

2019/20 Passionfruit Fund snapshot



\$234,000

invested in R&D



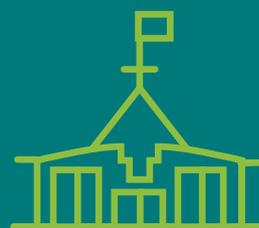
\$83,000

invested in marketing



10

active R&D
investments



\$209,000

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

Did you know?



6%

The value of the passionfruit industry grew at an average annual rate of six per cent over the five years to 2018/19



21%

Foodservice is an important market for Australian passionfruit, with 21 per cent of fresh supply going to foodservice channels



2

Passionfruit production occurs in two key states: Queensland and New South Wales

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.



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

- ✓ **The Australian Passionfruit Postharvest Best Practice Guide**, available for growers and supply chain participants at www.bit.ly/postharvest-guide
- ✓ **The industry communications program**, delivering *The Passion Vine* magazine, *Passiflora News* emails, the www.passionfruitaustralia.org.au website, plus events (p8)
- ✓ **The passionfruit breeding program**, working to breed, select and commercialise new varieties for growers (p7)
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast (www.horticulture.com.au/webinars) and regular consumer attitude and behaviour information (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*
- ✓ **A domestic marketing campaign** and, launched during COVID-19, **The Good Mood Food** across-horticulture campaign* (www.horticulture.com.au/the-good-mood-food)
- ✓ **Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see www.horticulture.com.au/hort-frontiers*
- ✓ **Projects supported by grants** secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit Initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2019/20 for more*

*These initiatives were delivered outside of the Hort Innovation Passionfruit 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 passionfruit R&D and marketing levies were invested this way during the year, guided by the Passionfruit Strategic Investment Plan and advice from the industry’s investment advisory panel.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Passionfruit Fund, visit www.horticulture.com.au/passionfruit. 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 Passionfruit 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/passionfruit-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/passionfruit in 2021.

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

You can see how investment expenditure in the Hort Innovation Passionfruit Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from www.bit.ly/passionfruit-investment. The analysis shows the allocation of funding against each of the passionfruit 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

MT18006	Biosecurity plan for the lychee, papaya and passionfruit industries
MT19008	Strategic Agrichemical Review Process (SARP) updates

ONGOING INVESTMENTS IN 2019/20

PF16000	Passionfruit industry minor use program
PF16003	Australian passionfruit industry communications program
MT18011	Ex-post impact assessment*
ST17000	Generation of data for pesticide applications in horticulture crops 2018
ST18001	Generation of data for pesticide applications in horticulture crops

* 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

INVESTMENTS COMPLETED IN 2019/20

PF15000	National passionfruit breeding program
PF18002	Passionfruit postharvest best practice review
ST16008	AgVet collaborative forum



R&D report

Take a closer look at some of the key investments in the Hort Innovation Passionfruit Fund during 2019/20. You can also visit www.horticulture.com.au/passionfruit 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.

Passionfruit postharvest best practice review (PF18002)

NOW COMPLETE

Key research provider: Applied Horticultural Research

Completed in September 2019, this project developed the *Australian Passionfruit Postharvest Best Practice Guide*, which growers and others in the supply chain can download from www.bit.ly/postharvest-guide.

Maintaining quality of passionfruit after harvest is challenging. Despite their sturdy appearance, passionfruit are fragile fruits that easily lose moisture, are susceptible to disease and rapidly deteriorate after harvest. Managing harvest and extending storage life could increase both marketing flexibility and returns for growers.

The best practice guide features information on optimising postharvest quality through pre-harvest management, harvest practices, postharvest handling, treatments, packing and storage of passionfruit. Put in use by growers, packers and wholesalers, it will allow the industry to extend the storage life of fruit and shrink fluctuations in the quality of fruit supply, which can impact on grower returns and restrict marketing.

National passionfruit breeding program (PF15000)

NOW COMPLETE

Key research provider: Southern Cross University

The industry's levy-funded breeding program is working towards the release of new commercial varieties before varietal decline affects the profitability of current ones such as Sweetheart and Misty Gem.

Running from mid-2016 to mid-2020, this iteration of the program continued the development and evaluation of new scion varieties of passionfruit, and also selected and trialed rootstock and Panama varieties. In addition, it established an industry seedbank to conserve and enhance current passionfruit genetic material in Australia. Through separate funding, the Southern Cross University team also undertook genetic work to help discover useful genetic markers for mass screening progeny in the breeding work, to identify the most desirable traits.

With progeny in the scion work still being assessed and rootstock and Panama trials ongoing, this work will be continued by further investment through the Hort Innovation Passionfruit Fund. For full details of the completed work, visit www.bit.ly/pf15000

Biosecurity plan for the lychee, papaya and passionfruit industries (MT18006)

NEW IN 2019/20

Key research provider: Plant Health Australia

Beginning in 2020, this investment is reviewing and combining biosecurity plans for the passionfruit, lychee and papaya industries. The combined plan will be a top-level document that identifies high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, and surveillance and diagnostic activities. It will provide a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.

The passionfruit industry's current biosecurity plan is available from Plant Health Australia at www.planthealthaustralia.com.au/passionfruit.

Australian passionfruit industry communications program (PF16003)

Key research provider: Passionfruit Australia

The industry's communications program is responsible for keeping Australian passionfruit growers and other industry stakeholders informed about the latest R&D and marketing activities, essential best practice information, and other key industry news, information and resources. It is responsible for:

- » Production of *The Passion Vine* magazine, delivered to industry quarterly and including fact sheets on pests and diseases – see www.passionfruitaustralia.org.au/news/magazine
- » *Passiflora News* monthly e-newsletters, with current and past editions available from www.passionfruitaustralia.org.au/news/e-newsletter
- » Updating and maintenance of the www.passionfruitaustralia.org.au website, which has been redeveloped under the project
- » Delivery of regional field days and research forums, to communicate current and past research, showcase new innovations, and facilitate the sharing of resources and knowledge across the industry. Field days are typically held between March and October each year but were paused during 2020 with the unfolding COVID-19 pandemic and need to respect social distancing protocols. Look for details of future events in industry channels as they become available.

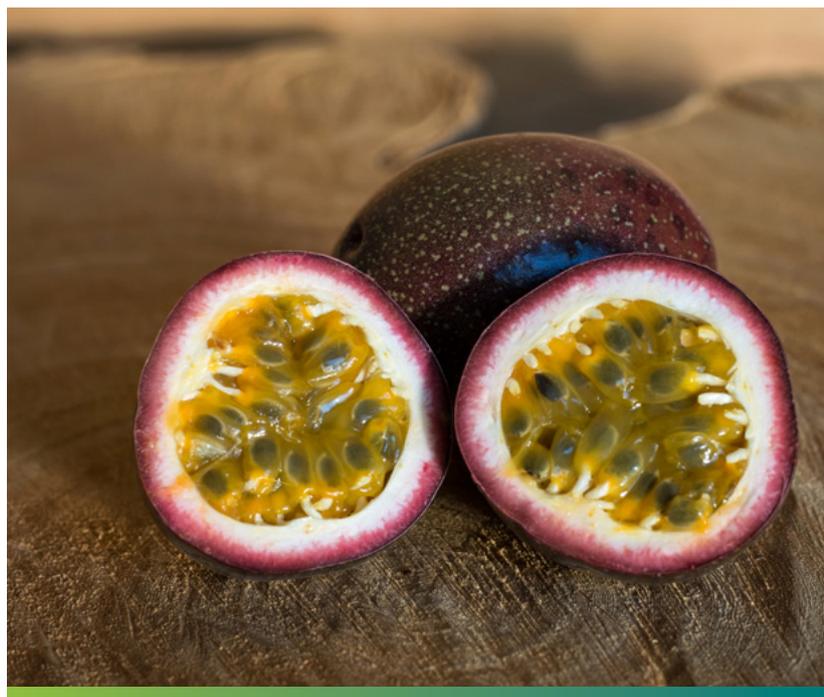
Passionfruit industry minor use program (PF16000)

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 passionfruit 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 [p9](#).

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 levy-paying members receive monthly. You can sign up at www.horticulture.com.au/sign-up.



Data generation investments (ST17000 and ST18001)

Key research providers: Eurofins and 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 passionfruit. 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 secured by Hort Innovation 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 passionfruit industry. Providing an updated view of current priorities and gaps regarding pest, disease and weed control, the completed passionfruit 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.

Minor use permits

The Hort Innovation Passionfruit 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-passionfruit.

Permits in 2019/20

During the 2019/20 financial year, a successful renewal for PER14662 was prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Passionfruit industry minor use program (PF16000)*.

Meanwhile, 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 passionfruit industry, PER89241 and PER89870 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 passionfruit industry, current as of 21 September 2020.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER12781 Version 3	Cabrio (pyraclostrobin) / Passionfruit / Anthracnose and septoria spot	13-Mar-12	30-Jun-23	Passionfruit Australia Inc (PAI)
PER87607	Phosphorous acid / Passionfruit / Phytophthora blight	05-Apr-19	30-Apr-24	Hort Innovation
PER87164 Version 2	Dimethoate / Specified citrus and tropical and sub-tropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	01-Mar-19	31-Mar-24	Hort Innovation
PER14421 Version 3	Glyphosate (RoundUp) / Passionfruit / Grass and broadleaf weeds	31-Oct-13	31-Aug-23	PAI C/Hort Innovation
PER84258	Fenbutatin oxide (miticide) / Passionfruit / Passionvine mite and two-spotted mite	24-Oct-17	20-Jun-21	PAI C/Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER14662 Version 2	Petroleum oil and paraffinic oil / Passionfruit / Passionvine mite and two-spotted mite	29-Mar-15	30-Jun-25	Hort Innovation
PER85397	Sulfoxaflor (Transform) / Lychee, mango, papaya, and passionfruit (field grown) / Fruit-spotting bug and banana-spotting bug	17-Apr-18	30-Apr-23	Hort Innovation
PER89241	Spinetoram / Tropical inedible peel / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89870	Spinosad (Entrust organic) / Various including tropical and sub-tropical fruit crops (inedible peel) / Fall armyworm	21-Jul-20	31-Jul-23	Hort Innovation

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

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

Marketing report

Hort Innovation is responsible for investing the passionfruit marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Passionfruit Fund. Read on for a snapshot of activities and results from the 2019/20 marketing program.

This year saw another successful Australian Passionfruit marketing campaign to help drive growth for the category. The focus was on driving consumption by encouraging passionfruit fans to purchase more frequently as well as enticing more people to start purchasing the fruit.

Public relations

A range of public relations activities undertaken this season delivered a total of 84.5 million opportunities for people to see passionfruit-related content through a mixture of traditional and online coverage.

MEDIA OUTREACH

The objective of the media outreach was to position Australian Passionfruit as a delicious addition to any meal. This was achieved through a mix of press releases, seasonal updates inclusive of facts and health information, passionfruit hampers, and influencer engagement with recipe and photography content creation.

These activities were designed to educate, inspire, and remind consumers at the appropriate time about passionfruit availability consumption – equipping consumers with the information needed to go and purchase passionfruit.

Throughout the campaign, the Australian Passionfruit brand appeared in 105 items of media coverage and with the heavy glut experienced in the recent winter peak, additional coverage in the form of TV and radio was secured to further encourage consumers to buy passionfruit.

MEDIA FARM TOUR

In February 2020, Australian Passionfruit hosted a media session with publishing house Bauer Media to showcase passionfruit to key magazine titles in a fun and engaging afternoon. The session was led by passionfruit grower Jane Richter from the Sunshine Coast, who taught the journalists all about passionfruit and how they are grown. Jane also demonstrated how to make a passionfruit gin spritz recipe which was a centrepiece of campaign content. The passionfruit masterclass was attended by journalists from outlets including *Woman's Day*, *OK! Take 5* and *NW*.

AMBASSADOR

Over the last three years, Australian Passionfruit has been working with influencer and blogger Nagi from Recipe Tin Eats, who is rated as Australia's No.1 food blogger nationally. In 2019/20, the partnership focussed on inventive yet simple recipes involving passionfruit. Nagi attended the farm visit in 2019, and in turn created three recipes that hero passionfruit. The recipes, videos, and images of the recipes were used for distributing to media and re-posting on the Aussie Passionfruit social media accounts.

Nagi shared these recipes with her large social media community and helped drive home messaging to add a splash of passion to turn meals from ordinary, to extraordinary. All up, Recipe Tin Eats shared 17 posts showcasing passionfruit recipes, reaching more than 13.9 million in Nagi's audience alone. A further 4.9 million in reach was earned from media sharing the content.

Influencer activity

To extend consumer reach, particularly among lighter and/or younger buyers of Australian Passionfruit, a micro-influencer campaign was implemented. This involved engaging eight micro-influencers (influencers with more than 100,000 followers that specialise in niche topics) during the winter peak to develop beautiful content that provided ideas on how to use passionfruit in different dishes while encouraging fans to follow the Australian Passionfruit Instagram page.

This activity generated 489,000 opportunities for Australians to see passionfruit inspired content and garnered 7,000 likes.

Social media

The 'always on' approach to social media is designed to keep passionfruit top of mind throughout the year for consumers, with heightened activity during seasonal peaks. During 2019/20, the Australian Passionfruit Facebook page (www.facebook.com/aussiepassionfruit) and Instagram (@aussiepassionfruit) shared a mix of created and curated content to inspire passionfruit use throughout the whole year.

Baking recipes involving passionfruit performed best across both accounts, especially during 2020 where there was an increase in at-home cooking. Content that included messaging on the health benefits of passionfruit were the most engaged with across both platforms, and the post with the highest engagement was of a healthy dessert involving passionfruit.



There was a total of 24 posts across the campaign and this activity reached 2.9 million people with engaging passionfruit content. There was also a focus on growing the Aussie Passionfruit Instagram page following, which experienced a 31 per cent increase in followers over the campaign period.

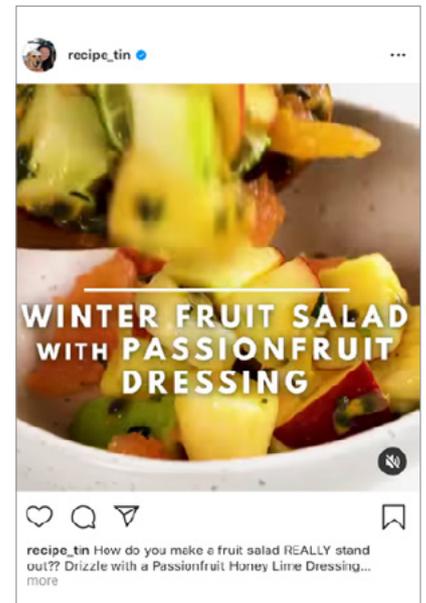
The campaign results from this season have been impressive. Accounting for the combined reach of earned media, earned social and influencer/ambassador activity, the year's activity generated more than 95 million opportunities for people to see passionfruit content.

In-store sampling

The objective of in-store sampling was to increase the number of households buying passionfruit or what is known as household penetration. This was achieved by demonstrating how easy it is to 'add a splash of passion' with a delicious sample and simple recipes to make at home.

In-store activity occurred for five weeks starting in July and extending into August in Coles, Woolworths and independent grocery stores across the country. Fresh passionfruit was sampled, and recipe brochures handed out. Consumers were also educated around seasonality, storage and handling.

A total of 81 sampling sessions were completed, with brand ambassadors achieving over 7,500 interactions with shoppers (an average of 93 per session).



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.

Financial statement

Financial operating statement 2019/20

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2019/20 July – June	2019/20 July – June	2019/20 July – June
OPENING BALANCE	81,151	31,254	112,405
Levies from growers (net of collection costs)	104,732	104,656	209,388
Australian Government money	157,749	–	157,749
Other income*	1,547	242	1,789
TOTAL INCOME	264,029	104,898	368,927
Project funding	233,899	83,219	317,118
Consultation with and advice from growers	476	119	595
Service delivery – base	11,608	4,281	15,889
Service delivery – shared	34,515	6,147	40,662
Service delivery – fund specific	35,000	16,000	51,000
TOTAL EXPENDITURE	315,499	109,765	425,264
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	29,681	26,387	56,068
Levy collection costs	5,347	5,420	10,767

* Interest, royalties

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