

# What happened in the Prune Fund last year?

**Annual Report 2021/22**



# About Hort Innovation and the Prune 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 prune R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Prune Fund. We're proud of the work we do to help drive productivity, profitability, and demand for prune growers and the horticulture sector.

Read on for an overview of what Hort Innovation delivered in the Prune 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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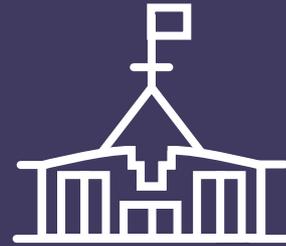
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**\$21,683**

invested in R&D



**\$23,792**

in levies collected

by the Government and passed on to Hort Innovation for investment

### Industry facts



**7,057t**

In 2020/21, 7,057 tonnes of fresh plums were grown, which after drying produced 2,117 tonnes of prunes



**\$21.3M**

The farmgate production value of the fresh plums grown for drying was \$5.4 million, while the wholesale value of dried prunes was \$21.3 million



**96%**

New South Wales accounts for 96 per cent of Australia's prune production, taking place primarily around Griffith

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



**3.8x**

Australian households purchase prunes an average of 3.8 times a year

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



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



**An industry communication and extension program**, delivering articles for *The Vine magazine*, Ausprunes e-newsletters and events – see [hortinn.com/dp19000](http://hortinn.com/dp19000)



**Ongoing biosecurity initiatives**, allowing the prune industry to join forces with other industries to prepare for and protect against potential threats – see [www.horticulture.com.au/prune](http://www.horticulture.com.au/prune)



**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)\*

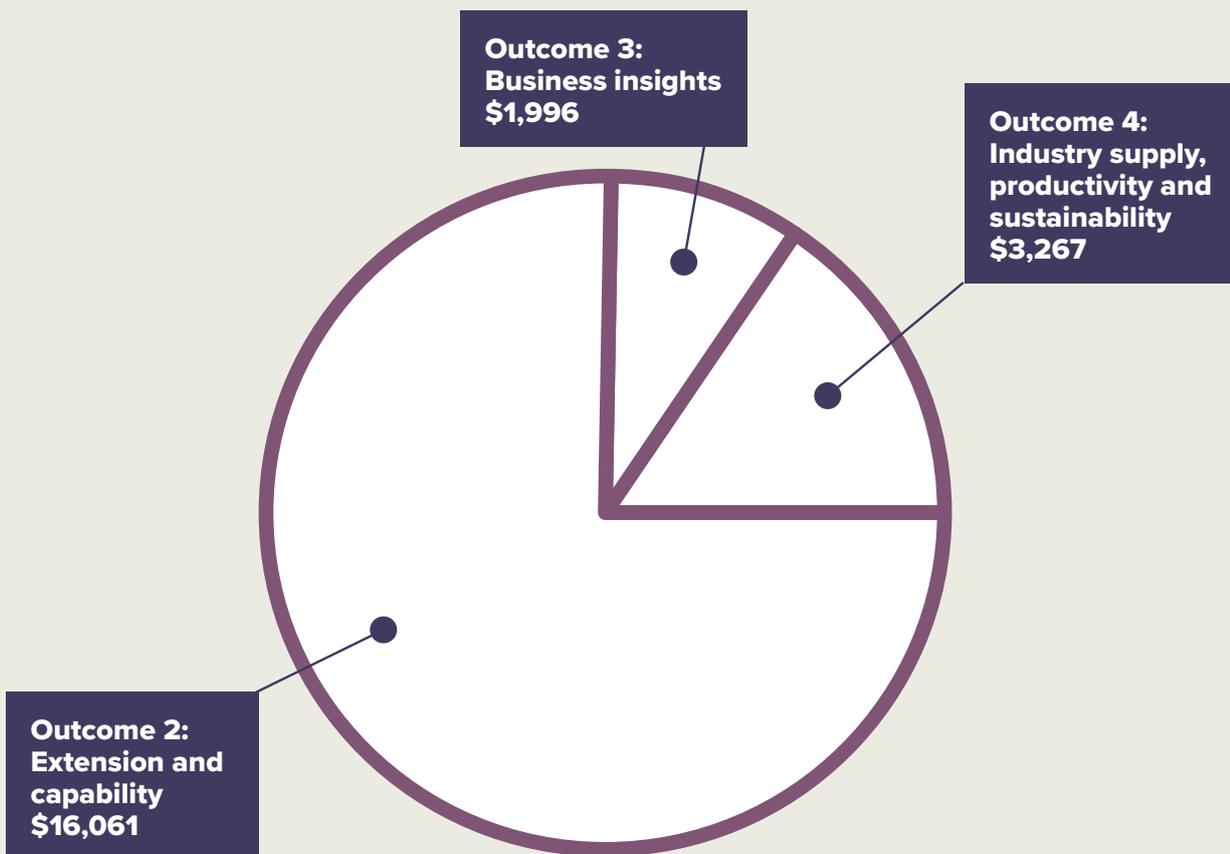


**Projects supported by grants secured by Hort Innovation**, ranging from cross sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2021/22 for more details\*

You can visit [www.horticulture.com.au/prune](http://www.horticulture.com.au/prune) 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 Prune Fund and, in most instances, did not involve the industry levy

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



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

The above chart shows how project expenditure in the Prune 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 2: Extension and capability

Improved capability and an innovative culture in the Australian prune industry maximises investments in productivity and demand.

Project title and code	2021/22 investment	Status	More information
Dried prune industry communications and extension program (DP19000)	\$16,061	Ongoing	<a href="http://hortinn.com/dp19000">hortinn.com/dp19000</a>

## Outcome 3: Business insights

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

Project title and code	2021/22 investment	Status	More information
Consumer demand spaces for horticulture (MT21003)	\$139	Ongoing	<a href="http://hortinn.com/mt21003">hortinn.com/mt21003</a>
Consumer behavioural data program (MT21004)	\$1,743	Ongoing	<a href="http://hortinn.com/mt21004">hortinn.com/mt21004</a>
Consumer usage and attitude tracking 2022/23 (MT21202)	\$114	Ongoing	<a href="http://hortinn.com/mt21202">hortinn.com/mt21202</a>

## Outcome 4: Industry supply, productivity and sustainability

The Australian prune industry has increased profitability, efficiency and sustainability through innovative R&D, sustainable BMPs, preparedness for biosecurity risks and better pollination management.

Project title and code	2021/22 investment	Status	More information
Plant Biosecurity Research Initiative – Phase 2 (HA19007)	\$38	Ongoing	
Enhanced National Bee Pest Surveillance Program (MT16005)	\$250	Completed	<a href="http://hortinn.com/mt16005">hortinn.com/mt16005</a>
Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) (MT17006)	\$2,946	Ongoing	<a href="http://hortinn.com/mt17006">hortinn.com/mt17006</a>
Pilot program: Consumer usage, attitude and brand tracking (MT21201)	\$33	Completed	<a href="http://hortinn.com/mt21201">hortinn.com/mt21201</a>

# Financial operating statement

## Prune Fund Financial operating statement 2021/22

	R&D (\$)	Total (\$)
	2021/22 July – June	2021/22 July – June
<b>OPENING BALANCE</b>	<b>59,399</b>	<b>59,399</b>
Levies from growers	23,792	23,792
Australian Government money	23,775	23,775
Other income*	140	140
<b>TOTAL INCOME</b>	<b>47,707</b>	<b>47,707</b>
Project funding	21,683	21,683
Consultation with and advice from growers	91	91
Service delivery	3,842	3,842
<b>TOTAL EXPENDITURE</b>	<b>25,616</b>	<b>25,616</b>
<b>CLOSING BALANCE</b>	<b>79,543</b>	<b>79,543</b>
Levy collection costs	1,947	1,947

\* 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 Prune Fund's focus over the next five years?



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

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

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

# Consumer demand project provides insights for prune growers

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

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

The framework will be informed by research into:

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



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

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

Find out more at [hortinn.com/mt21003](https://hortinn.com/mt21003)

\* Please note that the data includes prunes in the dried fruit category

# How strategic levy investments are made in the Prune Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The prune R&D levy was invested this way during the year, guided by the prune 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 Prune Fund, visit [www.horticulture.com.au/prune](http://www.horticulture.com.au/prune). 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.

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