

What happened in the **Avocado** Fund last year?

Annual Report 2020/21



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

Throughout another challenging year for the horticulture sector, activity in the Avocado Fund remained strong. Read on for an overview of what was delivered.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2020/21 at www.horticulture.com.au/annual-report-portal to better understand how Hort Innovation worked for the benefit of the horticulture sector during the year.

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\$3.8M

invested in R&D



\$4.02M

invested in marketing



38

active R&D investments



\$5.29M

in levies collected

by the Government and passed on to Hort Innovation for investment



8.7%

The avocado industry is growing and maturing, with production growing at an average annual rate of 8.7 per cent over the five years to 2019/20



6.3%

The value of industry is also growing, at an average annual rate of 6.3 per cent over the five years to 2019/20



3

Avocado production occurs in three key states: Queensland, Western Australia 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 2019/20 edition was released in early 2021 and 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



A new program to educate health professionals on the nutrition and health benefits of avocado – find out more at hortinn.com/av20003



Preparation support for pest incursions such as fall armyworm and serpentine leafminer, including emergency minor use permits and longer-term investments to bolster the horticulture sector's response



Industry communication and extension programs, delivering *Guacamole* and *Avo Alert* emails, the *Talking Avocados* magazine, the Best Practice Resource online portal, forums and more – access and sign up direct at www.avocado.org.au



The avocado Harvest to Home dashboard providing regular household purchase data and insight reporting, at www.harvesttohome.net.au



A multi-pronged domestic marketing campaigns for Australian Avocados and **The Good Mood Food** across-horticulture campaign to support industries through the effects of another challenging year – see 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*

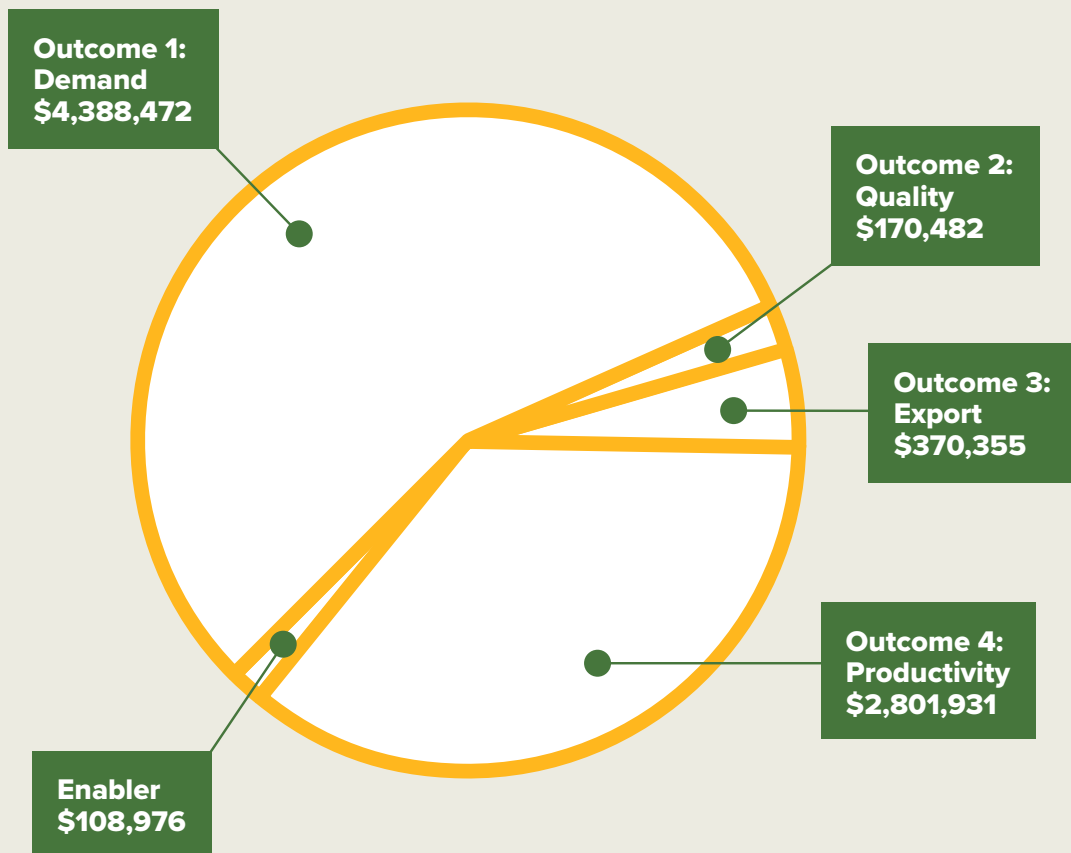


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2020/21 for more*

You can visit www.horticulture.com.au/avocado 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.

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

Here's what your fund invested in over the year



Investments that are specific to the Hort Innovation Avocado Fund are guided by the avocado Strategic Investment Plan (SIP). The SIP features priority outcome areas that have been identified and agreed upon by the industry, and Hort Innovation works to invest in R&D and marketing initiatives that are aligned to these.

In the above chart, you can see how project expenditure in the Avocado Fund during 2020/21 was aligned to the SIP. Each project has been allocated to a SIP outcome based on its primary objective.

Expenditure on projects classified as 'enabler' support the broader delivery of the industry's strategic investment plan, such as impact assessments.

Which projects were in each of the SIP outcome areas?

Outcome 1: Demand

By 2021, domestic demand for Australian avocados has increased by at least 20 per cent

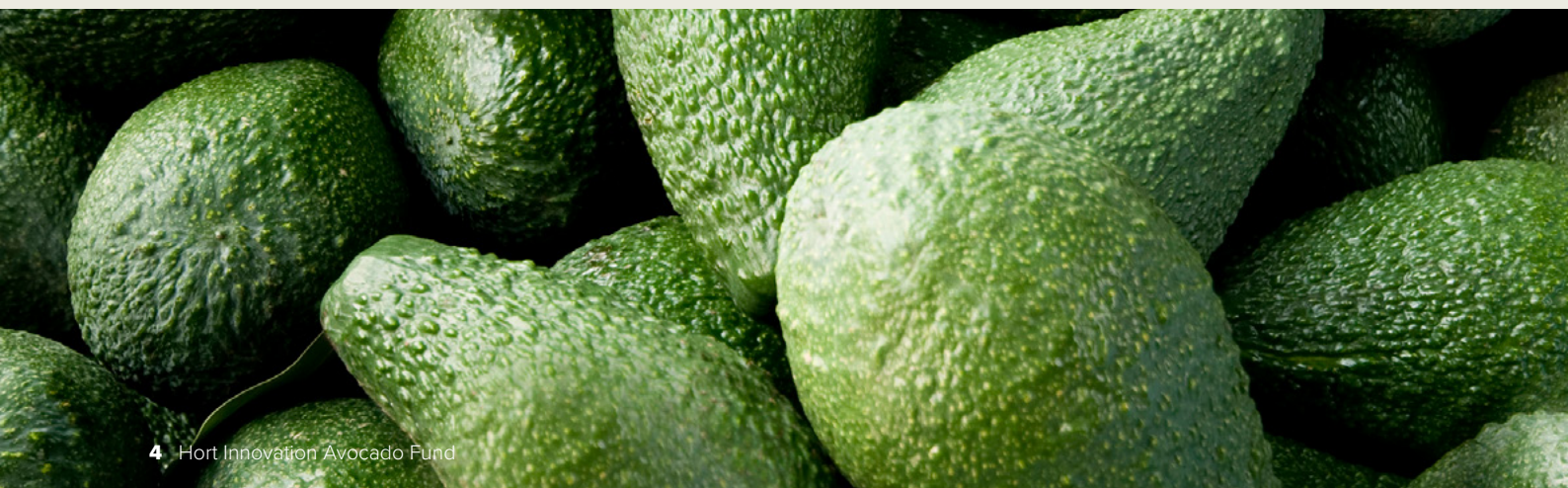
Marketing activities during 2020/21 contributed to demand-related outcomes in the SIP. You can read more about the avocado marketing campaign on p13.

Project title and code	2020/21 investment	Status	More information
Developing a unique selling proposition for Australian avocados (AV20001)	\$187,500	Ongoing	hortinn.com/av20001
Educating health professionals on the nutrition and health benefits of avocados (AV20003)	\$147,440	Ongoing	hortinn.com/av20003
Consumer behavioural and retail data for fresh produce (MT17015)	\$36,009	Ongoing	hortinn.com/mt17015-avocado

Outcome 2: Quality

By 2021, over 90 per cent of avocados received by consumers will meet or exceed their expectations of quality

Project title and code	2020/21 investment	Status	More information
Implementing best practice of avocado fruit management and handling practices from farm to ripening (AV18000)	\$88,427	Ongoing	hortinn.com/av18000
Monitoring avocado quality in retail (AV19003)	\$60,132	Ongoing	hortinn.com/av19003
Improved fruit robustness and quality in avocado supply chains (mineral nutrition) (AV19004)	\$21,923	Ongoing	hortinn.com/av19004



Investments

Outcome 3: Export

By 2021, over 10 per cent of production will be exported to markets where customers have a willingness and capacity to pay a premium for Australian avocados

Project title and code	2020/21 investment	Status	More information
Avocado export readiness and market access (AV17000)	\$96,547	Completed	hortinn.com/av17000
Avocado market access and trade development (AV20004)	\$159,103	Ongoing	hortinn.com/av20004
Essential market access data packages (MT14052)	\$55,087	Ongoing	hortinn.com/mt14052
Development and implementation of protocols to enable importation of improved honey bee genetics to Australia (MT18019)	\$10,000	Ongoing	hortinn.com/mt18019
Horticulture trade data (MT19005)	\$5,821	Ongoing	hortinn.com/mt19005
Across horticulture support for export MRL compliance (MT19006)	\$20,122	Ongoing	hortinn.com/mt19006

Outcome 4: Productivity

By 2021, productivity (marketable yield per hectare) has improved by 15 per cent on average, without increased production costs per kilogram

Project title and code	2020/21 investment	Status	More information
Avocado industry minor use permit program (AV16002)	\$389	Ongoing	hortinn.com/av16002
Maximising yield and reducing seasonal variation (AV16005)	\$212,780	Ongoing	hortinn.com/av16005
Avocado industry and market data capture and analysis (AV16006)	\$224,889	Completed	hortinn.com/av16006
Improving avocado orchard productivity through disease management (AV16007)	\$200,656	Ongoing	hortinn.com/av16007
Avocado industry biosecurity capacity building (AV16010)	\$170,000	Ongoing	hortinn.com/av16010
Avocado industry development and extension (AV17005)	\$353,193	Ongoing	hortinn.com/av17005
Avocado industry capacity building – Western Australia (AV17006)	\$12,000	Ongoing	hortinn.com/av17006
Implementing precision agriculture solutions in Australian avocado production systems (AV18002)	\$232,266	Ongoing	hortinn.com/av18002
National avocado industry communications program (AV18003)	\$270,688	Ongoing	hortinn.com/av18003

Continued

Outcome 4: Productivity (continued)

Project title and code	2020/21 investment	Status	More information
Avocado sunblotch viroid survey (AV18007)	\$83,000	Ongoing	hortinn.com/av18007
Investigation into citrus blossom bug in avocados (AV19000)	\$55,302	Ongoing	hortinn.com/av19000
Review and extension of avocado pests and their management (AV19001)	\$110,000	Ongoing	hortinn.com/av19001
Management of six-spotted mite in WA avocado orchards – Phase 2 (AV19002)	\$97,825	Ongoing	hortinn.com/av19002
Understanding the mode of action of phosphite in avocado for enhancement management of Phytophthora root rot (AV19005)	\$169,962	Ongoing	hortinn.com/av19005
Carbohydrate monitoring to predict yield and understanding fruit set (AV19006)	\$80,356	Completed	hortinn.com/av19006
Avocado industry and market data capture and analysis (AV20000)	\$321,845	Ongoing	hortinn.com/av20000
Independent mid-term evaluation of AV18002 (AV20005)	\$24,810	Completed	hortinn.com/av18002
Review of national biosecurity plans (MT17003)	\$7,848	Ongoing	hortinn.com/mt17003
Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk) (MT17006)	\$25,422	Ongoing	hortinn.com/mt17006
Strategic Agrichemical Review Process (SARP) – Updates (MT19008)	\$1,400	Completed	hortinn.com/mt19008
Managing flies for crop pollination (PH16002)	\$113,551	Ongoing	hortinn.com/ph16002
eDNA analysis of plant-pollinator relationships to improve Hass avocado production in south-west Western Australia (PH19007)	\$33,750	Ongoing	hortinn.com/ph19007

Financial operating statement

Avocado Fund Financial operating statement 2020/21

	R&D (\$)	Marketing (\$)	Total (\$)
	2020/21 July – June	2020/21 July – June	2020/21 July – June
OPENING BALANCE	3,713,473	3,014,316	6,727,789
Levies from growers (net of collection costs)	2,082,387	3,212,011	5,294,398
Australian Government money	2,210,501	–	2,210,501
Other income*	12,271	11,309	23,580
TOTAL INCOME	4,305,159	3,223,320	7,528,479
Project funding	3,803,230	4,017,523	7,820,753
Consultation with and advice from growers	6,515	12,949	19,464
Service delivery	611,257	722,443	1,333,700
TOTAL EXPENDITURE	4,421,002	4,752,915	9,173,917
Levy contribution to across-industry activity	–	–	–
CLOSING BALANCE	3,597,630	1,484,721	5,082,351
Levy collection costs	30,650	48,406	79,056

* 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 Avocado Fund's focus over the next five years?



The avocado Strategic Investment Plan (SIP) was created in 2021 to reflect current priorities for the avocado industry. This involved extensive consultation with avocado growers and industry stakeholders, including Avocados Australia. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The avocado SIP lays the foundation for decision making in levy investments and represents the balanced interest of the particular industry from which the levy is collected. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The avocado SIP identifies four outcome areas that will contribute to the productivity and profitability of the avocado 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 avocado Annual Investment Plan (AIP) 2021/22 will detail how levy funds will be spent over the 12-month period. Investment decisions will be guided by the industry SIP and prioritised based on potential industry impact, as well as availability of levy funds.

The AIP is developed by Hort Innovation, and is informed by the SIP and industry consultation, including collaboration with Avocados Australia. The AIP is then discussed with the industry SIAP for feedback and prioritisation. All investments will need to link to the industry's SIP by addressing a minimum of one KPI against a strategy under one of the four outcomes.

Annual Investment Plans will be published each year over the lifespan of the SIP and industry stakeholders will be advised via established communication channels.

Hort Innovation will continue to report on fund performance regularly, with more focus on reporting on outcomes and the impact of investments.



When available, you can visit www.horticulture.com.au/avocado-fund-management to view both documents and get a full picture of how your levy will be invested over the next five years.

Commercialising technologies and innovations to improve avocado industry production and efficiency

Building on the *Multi-scale monitoring tools for managing Australian tree crops* initiative, this program focuses on delivering solutions to help growers predict yield and variability, and map factors, like disease, to inform decision making.

The challenge

Growers need to find and implement new technologies and practices to make crop numbers and forecasting more accurate. This will lead to more regular fruit-bearing avocado crops, ensuring a consistent supply of good quality fruit from year to year.

Meet Simon

Managing Director of Bundaberg's Simpson Farms, Simon Grabbe, understands the advantages of accurate avocado crop forecasting and knowing how many trees are in the ground. "The national mapping gives good insight into the scale of the industry," he says.

"The main benefit from the continuation of the national mapping was that the data was used by Building Queensland when identifying water requirements for the Bundaberg region. Understanding the scale of production in this region has been critical to mount an argument for the reinstatement of Paradise Dam."



Simon Grabbe, Managing Director of Bundaberg's Simpson Farms with Sonia Furlonger, nursery supervisor.

Continued



The approach

We continue to engage Australia's commercial avocado growers in a series of regional workshops to show them how to implement cutting-edge practices that will lead to higher yields. In addition, the project team recently created the CropCount app to support avocado growers and allow them to forecast yields, map tree health, and mitigate the damage of natural disasters. In January 2021, the mapping work undertaken as part of this project was overlaid with weather data, allowing the industry to pre-empt the potential impact of tropical cyclone Imogen on crops.

The impact

Knowing which growing regions will be impacted by severe weather events enables the industry to quantify the impact areas and what it means for future supply and demand. Impressively, the tools created by this program have led to a world-first yield forecasting technology that offers avocado growers 93 per cent accuracy. The CropCount app will provide growers with powerful information, like yield variation and suggested harvesting logistics, while allowing them to make smarter choices around factors such as labour and bin placement. It also helps determine what might be causing low production – for example, irrigation, nutrition, pests, or disease.

For more information, visit hortinn.com/av18002

Project details

Implementing precision agriculture solutions in Australian avocado production systems (AV18002)

Key research provider: The University of New England

Start date: May 2019

Expected end date: March 2022

Estimated value for life of project: \$949,408

Planting the seeds for Australian avocado export success

This investment is ensuring Australian avocado growers are export-ready, pursuing new markets, and well supported.

The challenge

The rapid rate of increase in avocado production has made it necessary for the industry to access and develop new markets.



Daryl Boardman, avocado grower and exporter

Meet Daryl

An avocado grower and exporter for more than 20 years, Daryl Boardman believes exports are crucial, given increased production, and that this program gives growers the tools they need to succeed in new markets.

“In my experience, it takes almost one generation to open a new market, but this project has provided lots of support and information about export markets,” says Daryl.

“Last year, together with our grower pool, we exported about one third of total exported Australian avocados

to three main markets – Singapore, Malaysia, and Hong Kong. This project conveyed a strong message to our growers that the industry needs to grow exports for the upcoming large production. The project has helped to communicate to the growers that they need to be export-ready with the same level of care and quality avocado as they put on the shelves in Sydney and Melbourne.

“I’m hopeful that this project, alongside government trade negotiations, will continue to give Australian growers access to more international markets.”

Continued



The approach

Through this program we are giving our growers the support and resources they need to increase Australia's market share in line with increased production. We are assisting the government to negotiate for new market access and maintenance, export trade development, branding and positioning, and building industry capacity. In 2018, with investment from Hort Innovation, Avocados Australia established the Avocado Export Readiness and Market Access project. This has ensured the avocado industry is prepared for export and able to support government trade negotiations. The project strongly backs the continued pursuit of the industry's market access and market maintenance goals, in line with the 2017-21 Avocado Strategic Investment Plan.

For more information, visit hortinn.com/av17000

The impact

The result of this program is a well-informed avocado industry, aware of the export opportunities available and how to access them. This program also supported the development of market access protocols, including for the previously untapped Japanese market. Overall, Australian avocado exports have increased on average 32 per cent per year, over five years, and this success is set to continue as the *Avocado market access and trade development program (AV20004)* picks up where this important trade project left off.

Project details

Avocado export readiness and market access (AV17000)

Key research provider: Avocados Australia

Start date: November 2017

End date: October 2020

Estimated value for life of project: \$507,532

Patriotism on a plate: Leveraging Australia's love affair with avocados to get them buying green and gold

In response to market conditions, the marketing program for 2020/21 was divided into two phases. Phase one focused on maximising reach and cutting through to drive visibility during the busy holiday period. Phase 2 drove the premium and iconic status of Australian Avocados by leveraging the inherent love Australians have for the product.

The opportunity

Aussies love avocado and the long lead up to the Tokyo Olympics provided an opportunity to tug on their patriotic heartstrings, instilling a strong preference for Australian-grown avos. The unique qualities of the 100% Aussie green and gold Shepard avocado, as well as the popular Hass, also proved a handy marketing tool.

The approach

Phase 1 of the marketing program ran from July 2020 to February 2021 with the aim of instilling a strong preference for "Australian grown" among Aussie avocado consumers.

More than 1700 ad panels in high-traffic retail locations urged shoppers to "Add an Aussie avo" to their basket. On radio a combination of 30 second brand ads and live reads featured across broadcast giants ARN and Nova,

effectively reaching 25 to 54-year-old grocery buyers. This on-air activity was backed-up by a social media competition, with winners judged on creativity and their use of Australian Avocados.

The key KPI for the social media component of the campaign was cost-effective reach, which exceeded forecasts by 61 per cent, engaging huge numbers of Australians with a strong call to action.



Continued



Digital partnerships with *Good Food* and *Nine Honey* leveraged high-quality campaign content, including videos with Malaysian Australian cook, Adam Liaw, recipes, guides, and display ads.

PR also played a huge role in this campaign, driving brand awareness. In the lead-up to summer, an Aussie Avo Ale beer was brewed, wetting the tastebuds of media, bloggers and influencers. Building off the brand positioning of 'Makes Everything Better', the campaign partnered with Grassy Knoll brewery to prove that Aussie avos really do make everything better, even beer.

The Avo Ale campaign was fronted by TV personality Hayden Quinn and delivered 197 media mentions, reaching a potential audience of almost 12 million.

Accompanying this was the 'Aussiest Avo' campaign, which highlighted the Shepard variety as Australia's relatively unknown national treasure, encouraging consumers to be proud of the nation's only uniquely grown avocado, while profiling its versatility, nutritional benefits, and delicious green and gold interior, which doesn't go brown.

The campaign included a partnership with celebrity chef Luke Hines, who developed three Shepard Avocado recipes and talked about why Shepards are his favourite avo. The campaign delivered 80 earned media hits with a potential audience of 36.7 million.

Phase 2 of the marketing program kicked-off in May 2021, featuring a new domestic brand campaign called 'Our Green Gold'. This launched across a range of media platforms, targeting consumers on the path to purchase. It emotionally connected with Australian consumers, instilling a preference for Australian Avocados.

TV ads, fronted by comedian Nazeem Hussain, featured on top-rating shows, including *Bondi Rescue*, *Sunrise*, *Masterchef the encore*, *The Project*, and *Big Brother*, reaching more than 1.2 million 25 to 54-year-old grocery buyers. These were backed-up by 30 second clips across YouTube and on-demand video services.

On social media, the focus was on content that built an emotional connection to the product, educated consumers about avocados and their health benefits, and provided delicious and nutritious recipes to encourage more frequent purchases.

Marketing case study



The outcome

Campaign activities (tracked from May 2021 through June 2021) resulted in an uplift in consumer intent to purchase Aussie-grown avocados, and were increasingly seen as distinctly Australian. One in four Australians can now recall the Australian Avocado logo and the entire 'Our Green Gold' campaign was well received, with the vast majority agreeing it was "enjoyable", aimed at "people like me" and, improved their overall perception of Australian Avocados. Most importantly, 2 in 3 consumers are now more likely to purchase avocados after seeing the campaign.

Other key figures for the campaigns include:

- 2.6 million 25-54-year-old grocery buyers reached through Phase 1 radio campaign
- 15 million social media impressions for Phase 1 social media campaign
- 2.4 million 25-54-year-old grocery buyers reached through Phase 2 radio campaign
- 421,000 completed views of Phase 2 on-demand video ads
- 242,000 completed views of Phase 2 YouTube ads, reaching 196,000 unique viewers

Read more about the campaign at hortinn.com/avocado-marketing-snapshot



"The key to a great industry marketing campaign is to have invested people around the table. It's great for Hort Innovation to take the time to listen and understand the industry, and for the industry to listen to, and understand the ideas and changing environment we have to work with in the marketing space. If these two can work and communicate well, change quickly if needed, and see the same goal at the end, you end up with a wonderful campaign, like we have done in 2021. In saying that, 2021 isn't over yet. Changes may still need to be made, but we have the platform to tweak as needed and the team to do this quickly."

Daryl Boardman, avocado grower, Queensland

Project details

These marketing activities are strategic levy investments in the Hort Innovation Avocado Fund

Minor use permits

The Hort Innovation Avocado 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 hortinn.com/avocado-minor-use.

Permits in 2020/21

During the 2020/21 financial year, successful renewals for PER85167, PER12450 and PER81560 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Avocado industry minor use program* (AV16002).

A successful new permit application for PER89167 was also approved in 2020/21, with the application submitted in the previous financial year.

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, emergency permit PER89870 was issued by Hort Innovation in 2020/21 to acquire crop protection chemicals for the avocado industry.

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 avocado industry, current as of 23 August 2021.

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12450 Version 7	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	30-Nov-25	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
PER14597 Version 2	Methomyl (Lannate L) / Avocado / Ectropis looper. NSW and QLD only	01-Apr-14	31-Mar-22	Hort Innovation
PER14618 Version 4	Abamectin / Avocado / Tea red spider mite and Six-spotted mite (All States and Territories except Vic) <i>Please note: The use for tea red spider mite is now registered on various labels including Imtrade, Abamectin, Campbell Apollo, Ambush and others</i>	09-Feb-15	30-Jun-25	Hort Innovation
PER13859	Dimethoate / Orchard cleanup – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER81560 Version 2	Chlorantraniliprole (Dupont Altacor Hort Insecticide) / Avocado / Lepidopteran pests including Ectropis looper and Avocado leaf roller (NSW, QLD and WA only)	13-May-16	30-Apr-23	Hort Innovation

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
PER85167 Version 3	Etoxazole (ParaMite) / Avocados / Six-spotted mite and Tea red spider mite	26-Sep-17	31-May-26	Hort Innovation
PER85877	Paclobutrazol (soil drench application) / Avocado orchards (high density plantings only) / Vegetative growth management	29-Aug-18	31-Aug-23	Avocados Australia Limited (AAL) C/Hort Innovation
PER89241	Spinetoram / Various including avocado / Fall armyworm	06-Mar-20	31-Mar-23	Hort Innovation
PER89281	Chlorantraniliprole (Coragen/Altacor Hort Insecticide) / Avocado / Fall armyworm (<i>Spodoptera frugiperda</i>)	13-Mar-20	31-Mar-23	Hort Innovation
PER89293	Methomyl / Avocado / Fall armyworm (<i>Spodoptera frugiperda</i>)	10-Apr-20	30-Apr-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
PER89167	Bifenazate (Acramite Miticide) / Avocado / Tea red spider mite and Six-spotted mite	10-May-21	31-May-24	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!

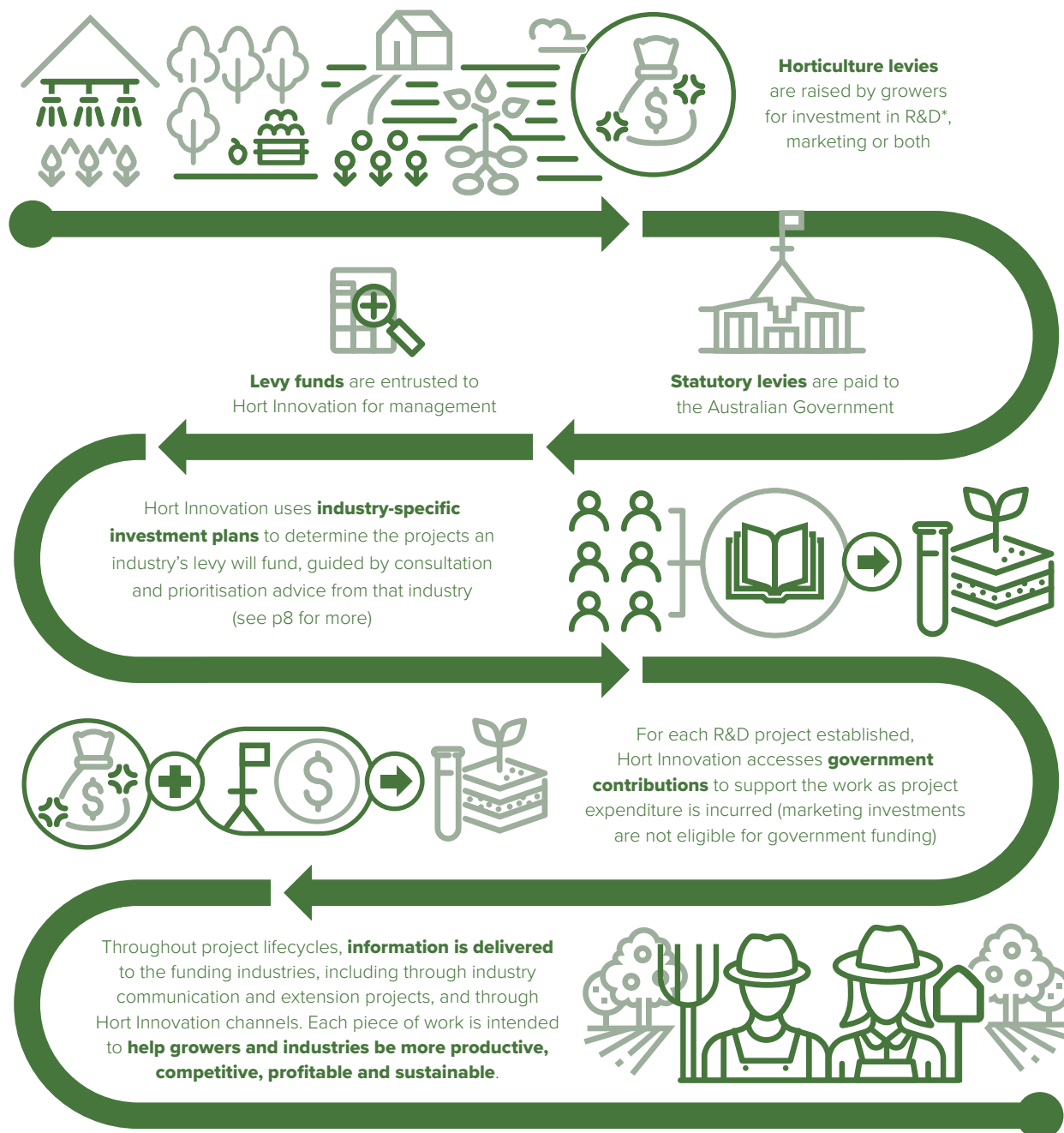
Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at www.horticulture.com.au/sign-up.



How strategic levy investments are made in the Avocado Fund

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The avocado R&D and marketing levies were invested this way during the year, guided by the avocado Strategic Investment Plan 2017-2021 and advice from the industry's investment advisory panel.



* Encapsulating extension and international trade

To learn more about funding specific to the Hort Innovation Avocado Fund, visit www.horticulture.com.au/avocado. 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

www.horticulture.com.au

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