

Persimmon

INDUSTRY ANNUAL REPORT
2011/12



Overview

2011/12 was a combination of perfect growing conditions coupled with a reinvigorated marketing campaign. The Queensland crop experienced an on-crop year, with the southern crop size being larger than average. The industry continues to work towards achieving the goals within its strategic investment plan, with the key research areas this year focusing on mealy bug research, market access and continuing the development of varieties with superior yield and fruit quality characteristics, as well as pest and disease resistance.

The industry continues to work with the Department of Agriculture, Forestry and Fisheries (DAFF Qld) to address the issues of long-term storage of fruit and to develop rootstocks and varieties to extend market opportunities.

Levy investment

In 2011/12 the total levy income received was \$230,251. The current levy is 6.25 cents per kilogram. A total of \$125,869 was invested in research and development (R&D) projects and \$53,170 towards marketing projects. The Australian Government provided \$59,771 of matched funding to support the key projects addressed later in this report within the R&D levy program.

Horticulture Australia Limited (HAL) is responsible for managing these funds and takes advice on how to invest the funds from the Industry Advisory Committee (IAC). Consultation with the IAC is essential in determining the investment priorities for the industry. The annual strategic priorities set by the IAC are to increase on-farm productivity and to improve supply chain management.

In 2011/12, Persimmons Australia acted as the service provider on one project.

The industry also contributed 2% of levy and/or voluntary contributions (matched to 4%) to an across industry program that addresses issues that affect all of

horticulture, such as water availability, climate change, biosecurity and market access.

Strategic objectives

The process for determining the industry's priorities begins with the development of the industry's Strategic Investment Plan (SIP). The plan guides future R&D and marketing investment over a five year period. Activities in the 2011/12 period were therefore guided by the *Australian Persimmon Industry Strategic Plan 2008–2013*, which can be found at www.horticulture.com.au/industries/persimmon and www.persimmonsaustralia.com.au.

These plans are developed to reflect both the industry's priorities and the Australian Government's rural R&D priorities. The plans are reviewed regularly.

The industry's objectives, as outlined in the strategic plan, are to:

1. Increase on-farm productivity
2. Improve supply chain management
3. Increase demand for product
4. Strengthen industry capability.

R&D program

Whilst the persimmon industry does not have a large number of projects, the projects focus on delivering benefits to growers, particularly around market access and increasing demand for the product.

The key outputs for the R&D program are twofold:

1. Collating all current information on controlling mealy bugs within persimmon, and prioritising according to adopting the control techniques that work with growers, with a spotlight on access to export markets.
2. Export markets were targeted, with growers provided with disinfection and

management techniques to market fruit. Existing markets will become stronger with increased confidence and quality, and new markets will be established.

Marketing program

The objectives of the marketing campaign are to increase domestic consumer awareness and consumption, and to improve value chain relationships.

There have been significant inroads into the domestic market with brand ambassador Poh Ling Yeow of *Masterchef* fame, which has led to sustained increased demand across the persimmon season.

Additionally, the industry has begun communication and promotion with the independent grocery channel, building on the industry's branding, seasonal opportunity and in-kind catalogue promotion to coincide with the new season's launch.

The campaign also aimed to dispel the confusion that exists with consumers around the different varieties of persimmons.

Conclusion

This report provides a snapshot of project activities in the 2011/12 year. The report's sections are divided by the industry's objectives to reflect the activities being undertaken that address these industry issues.

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The projects in this report have been funded by HAL using the persimmon levy and/or voluntary contributions from industry with matched funding from the Australian Government for all R&D activity.

Management options for mealybug

Control options for mealybug in persimmon are limited to a few registered insecticides. This project reviewed worldwide research to identify management strategies with the most potential for application in Australian persimmons.

A survey was circulated to growers via the industry newsletter, *Persimmon Press*. The aim was to determine the severity of mealybug infestations in different regions of Australia and control techniques employed. To date, few completed surveys have been returned, although these have given some insight into pesticide use and the occurrence of mealybugs.

Literature has been compiled on chemical control, biocontrol, monitoring, varietal susceptibility and postharvest disinfestation techniques. This is currently being reviewed and suitable, potential management options prioritised.

A visit to Plant & Food Research in New Zealand occurred in July 2012. This is a valuable opportunity to learn about their research in areas such as biocontrol, postharvest disinfestation, pheromone based monitoring/trapping and insecticidal control. A visit to production sites and persimmon growers employing some of these management strategies and learn from their experiences.

Project PR11000

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Market access audit by Thai officials of growing and packing conditions

The persimmon, apple, pear, nashi and kiwifruit industries are currently exporting fresh produce to Thailand. Government officials in both Australia and Thailand need to be satisfied that the phytosanitary requirements agreed to by both countries are being adhered to. As part of these agreements, biosecurity officials from Thailand visited Australia to inspect and audit facilities (including farms and pack houses) from those industries exporting to or wanting to export to Thailand and Australia.

Australian and Thai officials visited representative farms and packing sheds from key production areas for each commodity. Wherever possible, picking and pack house operations were seen, depending on seasonality and daily operational hours.

The locations visited by the officials and industry personnel in each nominated state were either typical locations or those which are specifically set up for such exports.

In April 2012, two Thai officials visited farms and pack houses in Gatton, Stanthorpe and Mount Tamborine (Qld); Orange (NSW); Stanthorpe (Vic); Grove (Tas); Lenswood (SA); and Kirup (WA).

The Thai officials will report on their Australian visit and Australia will be notified in due course of any changes to trading conditions by way of bi-lateral meetings between the two countries.

Project: MT11037

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CLIMATE CHANGE RD&E

Australian horticultural industries remain committed to exploring the impacts and opportunities arising from climate change. Horticulture climate R&D investment encompasses a diverse range of objectives and in 2011/12 these include: cross-collaborative programs such as the Climate Change Research Strategy for Primary Industries (CCRSPI); carbon footprinting and lifecycle assessment; nitrous oxide research; evaluation of the carbon price mechanism and the Carbon Farming Initiative; adaptation management to reduce the on-farm risk of climate change; and water use efficiency.

These programs aim to empower horticulture to evolve under a changing climate through sound science and communication channels. HAL's RD&E investment in climate is obtained through industry levies, voluntary contributions and matched by the Australian Government.

Meeting export and domestic market requirements for Australian persimmons

Market access is a key issue for the Australian persimmon industry. Changes to postharvest disinfestation treatments have necessitated changes to the marketing of Australian persimmons within Australia and for export. A number of overseas export opportunities for Australian persimmons have been identified, including Taiwan, Korea, Thailand (maintenance), NZ and China. A review of the quarantine issues associated with accessing export markets has been completed and is being discussed with industry. In addition, the export protocols for other exporting countries to new markets were reported and compared. This review will be further refined, discussed with industry and finalised.

This is a one-year project which focuses on market access. An important aspect of market access is maintaining fruit quality during the supply chain. A single baseline survey of current market access/supply chain practices and out-turns was conducted in April 2012. Fuyu fruit from a commercial grower in Queensland was followed through the supply chain into the Brisbane

and Sydney wholesale markets. This was being conducted by the Department of Agriculture, Fisheries & Forestry, Queensland, and the NSW Department of Primary Industries. Fruit temperatures and quality were assessed in a single batch of fruit from the orchard to the market in April 2012. In addition, fruit from the same batch was stored for one week to simulate retail and shelf life. This fruit is currently being assessed.

Market access

Cold treatment is a standard quarantine treatment in the market access of horticultural produce, however there is little published information on the effect of cold storage on Queensland fruit fly (Q-fly) mortality in persimmons. A scoping study to examine the effect of 3°C cold treatment on Q-fly mortality in Jiro persimmons was undertaken. In addition, other potential postharvest disinfestation treatments were examined on a range of persimmon cultivars.



Infesting persimmon fruit with Q-fly in the laboratory at Fruit is placed on the top of Q-fly cages and the flies lay their eggs into the fruit.

Project PR11001

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Minor use permits for the persimmon industry

Pesticide companies submit use patterns for registration to the Australian Pesticide and Veterinary Medicines Authority (APVMA). The persimmon industry is provided with limited registrations because of its minor crop status. Minor use permits are required in the persimmon industry as the market size is considered too small for adequate commercial returns for the research and development investment by pesticide companies.

This project funds the preparation and submission of minor use permits to the APVMA. Recent permits as a result of this project have been issued by the APVMA for:

- Trichlorfon for the control of fruit fly in persimmons and other specified fruit crops (PER12450). Expires 31 May 2014. Growcom is the permit holder.
- Mancozeb for the control of Cercospora or angular leaf spot in persimmons (PER12488). Expires

31 March 2015. HAL/AgAware are the permit holders.

- Methoxyfenozide for the control of various lepidoptera pests in persimmons (PER12591). Expires 30 September 2016. Growcom is the permit holder.
- Trichlorfon for the control of various insect pests in persimmons and other specified fruit crops (PER13029). Expires 31 May 2014. Growcom is the permit holder.

Details of the conditions of use associated with the above permits can be found on the APVMA website at www.apvma.gov.au/permits/search.php.

In addition, there has also been permit applications submitted by Growcom to the APVMA for the renewal of PER11847 (chlorothalonil) for the control of Cercospora leaf spot in persimmons that expired 31 March 2012, and a new permit application for Shin Etsu MD Carmenta Pheromone for the control of clearwing persimmon borer.

The minor use program through HAL has initiated the Strategic Agrochemical Review Process (SARP) to give strategic direction to the minor use investments for its member industries.

The persimmon industry recently completed a SARP in conjunction with AgAware Consulting in September 2012 to help prioritise pesticide needs for the future. A number of chemicals have been highlighted as potential needs for the persimmon industry, such as protectants or systemic fungicides for leaf spot control; replacement insecticides for old chemistry to control cluster grub, fruit flies, fruitspotting bugs, greenhouse thrips, lightbrown apple moth, and mealybugs; and appropriate herbicides for sucker control. The final SARP report should be finalised and distributed to industry by the end of June 2012.

Project PR10001

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Marketing program

The 2011/12 marketing program built on both the success of previous years, and findings from consumer and supply chain research projects. The marketing program was produced in-line with industry marketing objectives, as outlined in the current *Persimmon Industry Strategic Plan 2008–2013*. The dual objectives of the strategic plan are to:

- Increase domestic consumer awareness and consumption
- Improve supply chain relationships.

Brand ambassador: Poh Ling Yeow

The program consisted of a high-impact public relations campaign featuring celebrity personality Poh Ling Yeow of *Poh's Kitchen* on the ABC. As a fifth-generation Chinese Malaysian, Poh adores persimmons and is a keen consumer of the fruit. As part of Poh's ambassadorship, she carried out a cooking segment on Channel Ten's *The Circle* and a nationally syndicated interview on 2UE. Both Poh and persimmons were mentioned in *Who*, *Woman's Day* and *Good Health*, and food writers from major publications such as *Sydney Morning Herald* and *Taste* ensured regular coverage throughout the campaign.

IGA retail pilot program

Based on industry analysis, over 85% of persimmons in Australia are sold through the independent green grocers. The balance of 15% is sold through Woolworths and Coles combined. IGA was identified as a strategic partner to conduct a focused retail pilot program.

The IGA head office provided their full support, providing a list of six recommended stores based on the industry's requirements. IGA Supa Stores were targeted, and installation of industry A3 posters and A6 recipe leaflets occurred throughout six Queensland stores in April 2012, as well as permission sampling. The key messages of the in-store sampling were:

- Poh's love of eating and cooking persimmons

- Persimmons are delicious eaten fresh or with other ingredients such as yoghurt or ice cream as dessert
- Their unassuming sweetness marries brilliantly with flavours like smoked poultry, cured meats, cheese, nuts and bitter salad leaves
- Persimmons contain twice the dietary fibre of an apple, they're a good source of vitamin C and betacarotene and are fat-free.

Merchandising program

A total of 26 greengrocers across New South Wales and Victoria took part in persimmon merchandising the week commencing 26 March 2012.

In one high-profile store, the merchandiser convinced the store contact to display persimmons in a striking barrel at the front of the store, and in another case, the merchandiser managed to achieve a second display of persimmons in-store.



In 84% of stores, merchandisers installed posters at the actual display, and in 92% of stores, merchandisers installed recipes at the actual persimmon display.

Following the program, a selection of stores indicated they would like to organise in-store sampling and leading stores indicated they would like to take part in future merchandising programs.

Project PR11500

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Multi-industry economic evaluation

The persimmon program evaluation was part of a series of economic impact assessments being completed by HAL to comply with Australian Government requirements. The evaluation was to provide objective evidence of the return to growers and taxpayers from levy funded R&D.

A single project was randomly selected for evaluation: *Overcoming constraints to the use of irradiation for domestic market access* (PR08006).

The persimmon project evaluation showed that the present value of current

and future benefits was \$1.84 million, the present value of costs \$0.12 million for a benefit cost ratio of 15.07. The project is at the high end of returns for investment in agricultural R&D, which typically have a benefit cost ratio of between three and 11 for successful programs.

Project MT10045

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ACROSS INDUSTRY PROGRAM








The persimmon industry contributes funding towards an across industry program that addresses issues affecting all of horticulture. Details of the current program are listed below. A full report of the program can be found at www.horticulture.com.au/industries/across_industry_program.asp

Project No.	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
Objective 1: To enhance the efficiency, transparency, responsiveness and integrity of the supply chain						
AH11025	Fresh Food Summit and Supply Chain Forum 2011	Levy	1/10/11	30/6/12	AXS Partners Pty Ltd	Tristan Kitchener 0407 827 738
Objective 2: Maximise the health benefits of horticulture products						
AH11016	Partnership program with Dietitians Association of Australia	Levy	1/10/11	30/6/13	Dietitians Association of Australia	Jodie McHenry 02 4954 4964
Objective 3: Position horticulture to compete in a globalised environment						
AH09025	Office of Market Access Program	Levy	1/10/09	30/6/12	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
AH09027	Investing in Youth Successful Scholarship applicant	Levy	31/5/10	31/3/15	Rural Industries R&D Corporation	Margo Andrae 02 6271 4132
AH10008	Future Focus – ongoing maintenance	Levy	7/3/11	27/7/12	Centre for International Economics	Derek Quirke 02 6245 7800
AH11014	Leadership training	Levy	1/4/12	31/12/12	Horticulture Australia Limited	Alison Anderson 02 8295 2316
AH11015	Data acquisition and management	Levy	1/4/12	31/5/12	Australian Bureau of Agricultural & Resource Economics	Max Foster 02 6272 2095
AH11020	Opportunities for Australian horticulture in the Carbon Farming Initiative	Levy	29/11/11	25/5/12	Growcom	David Putland 0408 984 039
AH11027	HAL dimethoate and fenthion options seminar	Levy	1/9/11	14/10/11	Horticulture Australia Limited	Kim James 08 6488 2209
AH11028	Updating statistical handbook for horticulture	Levy	1/12/11	31/5/12	Oliver and Doam	Agnes Barnard 02 8011 4743
AH11036	Industry Development Forum 2012	Levy	1/4/12	31/10/12	Horticulture Australia Limited	Alison Anderson 02 8295 2316
Objective 4: Achieve long term viability and sustainability for Australian horticulture						
AH09003	Plant protection: regulatory support and co-ordination	Levy	1/7/09	30/5/14	AKC Consulting Pty Ltd	Kevin Bodnaruk 0408 567 252
AH09014	Across industry climate research, development and extension (RD&E) activities	Levy	13/4/10	31/1/12	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10003	Horticulture component of the National Climate Change Research Strategy for Primary Industries	Levy	30/11/11	3/5/16	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10006	Pesticide spray drift in horticulture – a response to new guidelines from the APVMA	Levy	1/7/10	31/5/12	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
AH11005	Horticulture environmental desk audit	Levy	30/11/11	31/8/12	Growcom	Jane Muller 07 3213 2483
AH11006	Carbon amelioration in horticulture	Levy	1/12/11	31/8/12	NSW Department of Primary Industries	Justine Cox 0438 770 187
AH11007	Developing an LCI database for Australian agriculture	Levy	2/1/12	1/10/13	Rural Industries R&D Corporation	Peter Melville 02 8295 2317
AH11008	Horticulture response to APVMA spray drift regulations	Levy	20/12/11	30/5/13	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
AH11010	Biotechnology awareness in horticulture	Levy	10/10/11	25/4/12	Horticulture Australia Limited	Alok Kumar 0418 322 070
AH11019	The impacts of the proposed carbon price mechanism on Australian horticulture	Levy	29/11/11	31/5/12	Growcom	David Putland 0408 984 039
MT09043	Enhancing confidence in product integrity in domestic and export markets	Levy	1/7/11	28/12/13	Horticulture Australia Limited	Richard Bennett 0429 329 731

Project No.	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
MT10029	Managing pesticide access in horticulture (cont. from AH04009 and MT07029)	Levy	1/7/10	2/7/15	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
MT10049	A multi-target approach to fruitspotting bug management	Levy	1/3/11	1/4/16	NSW Department of Primary Industries	Dr Ruth Huwer 02 6626 1196
Objective 5: Other						
AH10016	Horticulture support for the CRCNPB rebid – round 14	Levy	24/5/11	14/1/12	CRC For National Plant Biosecurity	Kim James 08 6488 2209
AH11003	Support function for Across Industry Committee	Levy	15/9/11	30/8/13	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
AH11017	Sponsorship of Appetite for Excellence Awards	Levy	1/7/11	22/6/14	Horticulture Australia Limited	Erin Riley 02 8295 2340
AH11023	Graham Gregory Award and function	Levy	1/7/11	30/6/16	Horticulture Australia Limited	Erin Riley 02 8295 2340
AH11026	Across industry program administration	Levy	1/7/11	30/6/12	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
AH11038	Horticulture information unit	Levy	15/5/12	15/8/13	Horticulture Australia Limited	Richard Bennett 0429 329 731
AH11800	Industry Annual Report 2011/12	Levy	1/7/11	30/6/12	Horticulture Australia Limited	Barbara Knezevic-Marinos 02 8295 2334

PERSIMMON PROGRAM

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
MT09049	4	    	Subtropical and tropical fruits collective industry profile publication	VC/Levy	29/3/10	31/8/11	Produce Pathways	Anne Larard 0432 395 985
MT10045	4		Multi-industry economic evaluation – BCA	Levy	3/1/11	31/12/12	AgEconPlus Pty Ltd	Michael Clarke 0438 844 024
MT11037	2		Market access audit by Thai officials of Australian apple, pear, persimmon and kiwifruit growing and packing conditions	VC/Levy	26/4/12	30/9/12	Horticulture Australia Limited	Brad Wells 02 8295 2327
PR10001	2		Minor use permits for the persimmon industry	Levy	31/3/11	31/5/13	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
PR11000	1	 	Scoping study: management options for mealybug in persimmon	Levy	14/10/11	12/1/12	Department of Agriculture, Fisheries and Forestry, Queensland	Dr Lara Senior 07 5466 2250
PR11001	2		Review market access opportunities to meet export and domestic market requirements for Australian persimmons	Levy	13/1/12	30/11/12	Department of Primary Industries	Dr John Golding 02 4348 1926
PR11500	3	N/A	2011/12 Persimmon marketing program	Levy	7/1/11	30/6/12	Horticulture Australia Limited	Elisa Tseng 02 8295 2341
PR11800	3		Persimmon Industry Annual Report	Levy	7/1/11	30/6/12	Horticulture Australia Limited	Barbara Knezevic-Marinos 02 8295 2372
PR11910	4		2011 Persimmon Partnership Agreement – consultation	Levy	7/1/11	8/10/12	Persimmons Australia Incorporated	Jeanette Wilson 07 5483 3734

Australian Government Rural R&D Priorities:  Productivity and adding value  Supply chain and markets  Natural resource management  Climate change and climate variability  Biosecurity  Innovation skills  Technology

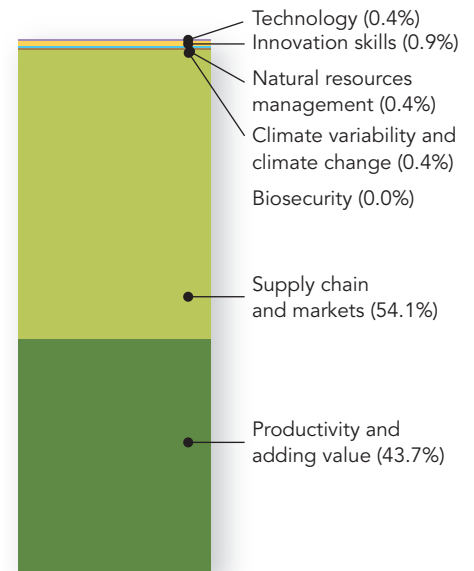
INVESTING IN AUSTRALIAN HORTICULTURE

Australian Government priorities

As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding through HAL for all R&D activities.

The Australian Government's Rural Research and Development Priorities aim to foster innovation and guide R&D effort in the face of continuing economic, environmental and social change. HAL's operations are closely aligned with these priorities.

This chart shows the percentage of expenditure in HAL's persimmon R&D program against each of the Australian Government priorities for rural research and development. Full details of expenditure across all industries is available in HAL's annual report at www.horticulture.com.au



Productivity and adding value

Improve the productivity and profitability of existing industries and support the development of viable new industries.

Supply chain and markets

Better understand and respond to domestic and international markets and consumer requirements and improve the flow of such information through the whole supply chain, including to consumers.

Natural resource management

Support effective management of Australia's natural resources to ensure primary industries are both economically and environmentally sustainable.

Climate variability and climate change

Build resilience to climate variability and adapt to and investigate the effects of climate change.

Biosecurity

Protect Australia's community, primary industries and environment from biosecurity threats.

Innovation skills

Improve the skills to undertake research and apply its findings.

Technology

Promote the development of new and existing technologies.

HAL partnership agreement and consultation funding

The partnership agreement between Persimmons Australia Incorporated and Horticulture Australia Limited (HAL) sets out the tasks each organisation will perform to enable the other to discharge its responsibilities related to levy payers and industry services. Partnership agreement activities are funded by HAL using the persimmon R&D levy and matched funds from the Australian Government.

These funds enable Persimmons Australia Incorporated to undertake the Annual Levy Payers' Meeting, conduct IAC meetings, attend HAL Industry Forums, HAL/Persimmons Australia Incorporated Executive Board to Board consultation meetings and other formal and informal consultation between personnel of Persimmons Australia Incorporated and HAL.

The full year consultation funding expenditure for Persimmons Australia Incorporated in 2011/12 was \$33,678. This represents 18.81% of the total annual levy expenditure. Consultation funding in respect of R&D represents 21% of the investment in R&D expenditure, and consultation funding in respect of marketing represents 13.62% of the investment in marketing expenditure.

Project PR11910

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HAL's roles and relationships

Horticulture Australia Limited (HAL) is a not-for-profit industry owned company. Its role is to manage the expenditure of funds collected by the Australian Government on behalf of horticulture industries.

In 2011/12 HAL invested more than \$100 million in projects to benefit horticulture industries.

An Industry Advisory Committee (IAC) is established for each industry with a statutory levy and annual income exceeding \$150,000.

The Industry Representative Body (IRB) for an industry is responsible for recommending to HAL the establishment of, and any changes to, statutory levies. The IRB for an industry with a statutory levy recommends membership of the IAC to HAL and must demonstrate how the skills required on an IAC are met by the persons they recommend for appointment to the committee.

For more information please visit www.horticulture.com.au

PERSIMMON INVESTMENT SUMMARY

Year ended 30 June 2012

	Marketing 2011/12 \$	R&D 2011/12 \$	Combined 2011/12 \$
Funds available 1 July 2011	12,152	91,131	103,283
INCOME			
Levies received	65,211	97,817	163,028
Commonwealth contributions	–	59,771	59,771
Other income	1,399	6,053	7,452
Total income	66,610	163,641	230,251
Budget	48,402	183,582	231,984
Variance to budget	18,209	(19,942)	(1,733)
PROGRAM INVESTMENT			
Levy programs	44,758	105,571	150,329
Service delivery programs by HAL	5,500	13,970	19,470
Across industry contribution	–	1,960	1,960
Levy collection costs	2,912	4,368	7,280
Total investment	53,170	125,869	179,039
Budget	49,490	227,188	276,678
Variance to budget	(3,680)	101,319	97,639
Annual surplus/deficit	13,440	37,771	51,212
Closing balance 30 June 2012	25,592	128,903	154,495

Persimmon Industry Advisory Committee (IAC)

Kent Andrew (Chair)
 Nick Hobbs
 Geoff Patteson
 Colin Temby
 Jeanette Wilson (Ex-Officio)
 Astrid Hughes (Ex-Officio)



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