

# Persimmon

**INDUSTRY ADVISORY COMMITTEE  
ANNUAL REPORT 2013/14**



## OVERVIEW

The persimmon industry experienced a challenging year. Early frosts, hailstorms and a long, hot summer were just some of the weather events that Persimmon growers had to contend with this season.

The overall volume of production was down in 2013/14 by approximately 109 tonnes compared to 2012/13. As a result, wholesale markets placed less importance than usual on fruit size, and growers received higher than average returns across all sizes than in previous years.

Total persimmon exports for the 12 months to December 2013 reached 209 tonnes, a 21 percent decrease compared to 2012. The return per kilogram was 14 cents lower at \$3.64, resulting in a total export value decrease of 24 percent. This decline in export volume and value was anticipated by industry as a result of changes to import conditions to the Thailand market. Singapore and Malaysia were the largest importers of Australian Persimmons.

Imports into Australia decreased by 21 percent from 2012, this was reflected in the New Zealand market as well, whilst the US imports increased significantly.

Consumer research conducted in 2013 highlighted that only 27 percent of Australians purchased persimmons in the last season. Highlighting significant opportunity to increase persimmon consumption in the domestic market in the future.

### Levy investment

In 2013/14, the total income received was \$241,225 of which the Australian Government provided \$102,112 of matched funding to support three projects in the research and development (R&D) levy program.

The current levy is 25 cents per four kilogram tray or 6.25 cents per kilogram, of which 3.75 cents is apportioned to the R&D levy program for matched commonwealth funding and 2.5 cents to the marketing levy program. A total of \$213,334 was invested into research and development (R&D) projects, and \$51,121 towards marketing projects.

HAL is responsible for managing these funds and takes advice on how to invest the funds from the Persimmon Industry Advisory Committee (IAC). Consultation with the IAC is

essential in determining the most critical investment priorities for the industry.

The industry also contributes 2.25 percent of levy and/or voluntary contributions (matched 4.5 percent) to the across industry program and transformational investment program that addresses issues that affect all of horticulture, such as chemical access, plant biosecurity, market access and robotics.

### Strategic objectives

The process for determining the industry's priorities began with the development of the *Australian Persimmon Industry Strategic Plan (2009–14)*, which guides R&D and marketing investment over a five-year period.

The plan was developed to reflect the industry's priorities, the Australian Government's rural R&D priorities and is reviewed regularly. The industry's objectives, as outlined in the strategic plan are:

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

All projects in the R&D and marketing program address one of these objectives.

### R&D program

Key highlights for the R&D program during 2013/14 include:

- The development of a new *Strategic Investment Plan*, which will provide industry with a road map for future levy and government funding investment. The plan will operate from 2014–2019 and provides levy payers with the confidence that funds are being invested for the best possible benefit to assist in achieving growth for the industry and improved profitability for growers.
- The results of the consumer research project were used to underpin the marketing activities of the SIP.
- The production of the postharvest and storage manual, which will provide levy payers with a valuable best practice guide reference source (project PR12000).



### Marketing program

The 2013/14 campaign continued with the momentum built from the previous year's campaign and utilised the findings of the consumer research project conducted in 2013/14. The brand ambassador, food celebrity Poh Ling Yeow, as the face of Australian persimmons, the development of recipes for point-of-sale material and a business case for retailers.

Industry was fortunate enough to be able to continue to work with Poh as the brand ambassador. Poh's celebrated status as a food celebrity and genuine lover of persimmons was harnessed to produce several short educational videos and featured on the point-of-sale (POS) material. Additionally, four new recipes were developed as part of the POS material along with posters.

### This report

This report provides a snapshot of project activities in the 2013/14 year. The report's sections are divided by the industry's objectives to reflect the R&D and marketing activities being undertaken that address these industry issues.

#### For more information contact:

**Anna-Louise Cross, HAL Industry Services Manager**

**T 02 8295 2372**

**E [anna-louise.cross@horticulture.com.au](mailto:anna-louise.cross@horticulture.com.au)**

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

## OBJECTIVE 1

Increase on-farm productivity

# Sweet persimmon industry development

The third phase of the industry development project focused on the management of mealybug and clearwing moth and the development of storage protocols for various growing regions.

In previous project trials, the use of Samurai® (clothianidin) as a soil drench in October proved to have efficacy in controlling mealybug populations at harvest. Recent trials have evaluated different rates of application to develop an optimal use pattern for a minor use permit submission. Treatments ranged between 2.5 and 5 grams per tree with the highest concentration achieving the best control.

Clearwing moth (*Carmenita crysophanes*) trials showed that the use of mating disruption pheromones at a rate of between 1,000 to 1,500 tie dispensers per hectare can reduce damage caused by the larval stage of this pest. While the treated block

received less damage there was still a large amount of borer activity present. This may be attributed to the treated block being exposed to prevailing winds, which can reduce pheromone concentrations and ultimately efficacy.

The completion of storage trials has resulted in the establishment of postharvest management protocols for cultivars 'Jiro' and 'Fuyu' from coastal and inland growing regions. Use of the ethylene inhibitor 1-MCP and modified atmosphere (MA) bags has increased the storage potential of both varieties at a range of temperatures, giving growers effective tools for short, medium and long-term storage.

A postharvest manual was developed for growers, which includes sections on fruit development and ripening, maturity standards, harvesting, pack house procedures, grade standards, cool storage,

cool chain handling, quality assurance, food safety, export and disinfestation.

Field days and workshops were held in South East Qld and Vic to inform growers of the latest research findings. Growers will also have access to a clearwing moth management video that was produced through this project and will be available soon through the industry website.

### Project PR12000

**For more information contact:**

**Grant Bignell, DAFF Qld**

**T 07 5453 5947**

**E [grant.bignell@daff.qld.gov.au](mailto:grant.bignell@daff.qld.gov.au)**



Fuyu after four weeks storage at 0°C and one week at ambient (20°C). Left – control, middle – treated with 1-MCP, right – treated with 1-MCP and MA bags

# Minor use permits renewals

Pesticide companies submit use patterns for registration to the Australian Pesticide and Veterinary Medicines Authority (APVMA) and the persimmon industry is therefore provided with limited registrations because of its minor crop status. Minor use permits are required in the persimmon industry where the market size is considered too small and therefore does not provide adequate commercial returns for the research and development investment by the pesticide companies.

This project funds the preparation and submission of minor use permits to the APVMA on behalf of the persimmon industry.

## Project PR13001

For more information contact:

Jodie Pedrana, HAL

T 0404 314 751

E [jodie.pedrana@horticulture.com.au](mailto:jodie.pedrana@horticulture.com.au)

The minor use funds in the 2013/14 year provided for preparation of permit applications with the APVMA for the following minor use permits:

Permit no.	Permit description	Permit holder	Application no.	Submission date	Submission
NEW	Chlorpyrifos/persimmons/Mealy bug	Growcom	14547	22/11/13	Permit issued
NEW	Methomyl/persimmons/thrips	Growcom	14548	22/11/13	Permit issued
PER12450	Trichlorfon/specified fruit crops/fruit fly	Growcom	14709	3/3/14	Permit issued
PER13029	Trichlorfon/custard apple, lychee, mango and persimmon/various insects	Growcom	14743	13/3/14	Permit issued
NEW	Clothianidin (Samurai)/persimmons/Mealybug	Growcom	14779	28/3/14	Permit issued
NEW	Alpha-cypermethrin/persimmons/Queensland fruit fly and Mediterranean fruit fly	Growcom	14901	12/6/14	New permit application prepared by AKC. HAL sent the application for Growcom to submit 12/6/14

The following permits have been issued by the APVMA in part, as a result of this project:

## List of all current permits

Permit ID	Description	Date issued	Expiry date	Permit holder
PER12450	Trichlorfon/specified fruit crops/fruit fly	6/10/11	31/5/14	Growcom
PER12488	Mancozeb/persimmon/Cercospora leaf spot	27/10/10	31/3/15	Growcom
PER12591	Prodigy (methoxyfenozide)/persimmons/Leaf roller, Yellow peach moth, Lightbrown apple moth and Orange fruitborer	29/6/11	30/9/16	Growcom
PER13027	Bulldock (beta-cyfluthrin)/custard apple, lychee, mango, persimmon/various insect pests	12/6/12	30/9/15	Growcom
PER13158	Dimethoate/specified citrus, tropical fruit commodities and hot chilli peppers (post-harvest)/various fruit fly species	6/10/11	05/10/14	Growcom
PER13176	Shin Etsu MD Carmenta pheromone/persimmons/ Clearwing Persimmon Borer	30/11/12	30/9/15	Growcom
PER13445	Chlorothalonil/persimmon/Cercospora leaf spot	22/8/12	30/9/15	Growcom
PER13694	Methidathion/persimmons/various insect pests	1/10/12	30/9/17	Growcom
PER13815	Maldison/persimmon/fruit flies	20/2/13	31/5/16	Growcom
PER13840	Lebaycid (fenthion)/possession, supply and use during suspension/WA only	31/10/12	30/10/14	APVMA
PER13841	Lebaycid (fenthion)/possession, supply and use during suspension/ ACT, NSW, NT, Qld, SA, Vic and TAS	31/10/12	30/10/14	APVMA
PER13932	Chlorpyrifos/persimmons/Cluster Grub	1/5/13	31/3/18	Growcom
PER13933	Petroleum oil/persimmons/Scale insects	1/1/13	30/11/17	Growcom
PER14252	Samurai (Clothianidin)/persimmons, pome fruit and stone fruit (cherries)/fruit fly Ceratitis and Bactrocera species	5/9/13	30/6/15	Growcom
PER14743	Trichlorfon/custard apple, lychee, mango and persimmon/Flatid planthopper, Flower eating caterpillar, Looper and Yellow peach moth Suppression only: Fruit-spotting bug, Banana spotting bug, Green vegetable bug and Lychee stink bug	1/6/14	30/6/16	Growcom
PER14547	Chlorpyrifos (Lorsban)/persimmons/Mealybug	13/7/14	30/6/19	Growcom
PER14548	Methomyl (Lannate-L)/persimmons/Thrips	13/7/14	30/6/18	Growcom
PER14779	Clothianidin (Samurai)/persimmons/Mealybug	13/7/14	30/6/18	Growcom

Details of the conditions of use associated with the above permits can be found on the APVMA website [www.apvma.gov.au/permits/search.php](http://www.apvma.gov.au/permits/search.php).

The information in the tables above is correct as of 1 July 2014.

## OBJECTIVE 2

Improve supply chain management

### Export-import market intelligence

Analysts at Horticulture Australia Limited (HAL) are provided with official merchandise trade statistics of the horticulture sector for a number of countries through a subscription to the Global Trade Atlas database. This information is then reported back to Persimmons Australia Inc.

The data in the system come from the official reporting agencies in each country

and provide value and volumes of imports and exports for the countries within the subscription as well as the countries being imported or exported with. The data allows analysts a view of not only what is being exported by Australia or its competitors, but also allows for views into key import markets to see how Australian products in those markets are faring against their competitors.

**Project MT12009**

**For more information contact:**

**Russell Patterson, Global Trade Information Services**

**T 1 803 765 1695**

**E [rpatterson@gtis.com](mailto:rpatterson@gtis.com)**

## OBJECTIVE 3

Increase demand for product

### Marketing program 2013/14

The partnership with chef and media personality Poh Ling Yeow was secured again and is continuing to benefit the industry. Main highlights of the 2013/14 program were:

#### Ambassador and public relations

Poh Ling Yeow was runner-up in the first Master Chef in 2009. She is the presenter of *Poh Lends a Hand* on ABC TV and received a 2011 Logie for the Most Popular New Female Talent. As a fifth generation Chinese Malaysian, Poh adores persimmons and is a keen consumer of the fruit.

As with last year, this year's campaign tried something new. Rather than use Poh just for the public relations and point-of-sale (POS) activities, short educational videos were developed featuring Poh. They show consumers how to select the perfect persimmon, provide advice on cutting and storing as well as one simple fresh usage idea. They will be distributed via social media as well as placed up on the Persimmons Australia website.

PR agency Crossman Communications refreshed the media kit for this year including a media release quoting Poh, a persimmon fact sheet and Poh's persimmon recipes (developed in 2012/13). The media kit distributed earlier this year was sent to media

outlets across the food, health, horticulture and lifestyle sectors. A target of 80 pieces of coverage was set for this activity, which was exceeded across online, print and radio.

#### Point-of-sale

New POS material featuring Poh's recipes was developed, with four different types of recipe pads featuring the following recipes:

1. Persimmon, smoked chicken, hazelnuts, hazelnut oil, mesculin salad
2. Chewy persimmon and ginger cookies
3. Persimmon, rocket and candied walnut salad with blue cheese dressing
4. Sago, coconut, lime and persimmon pudding

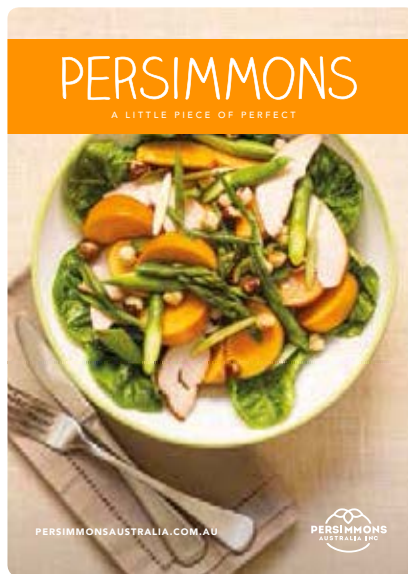
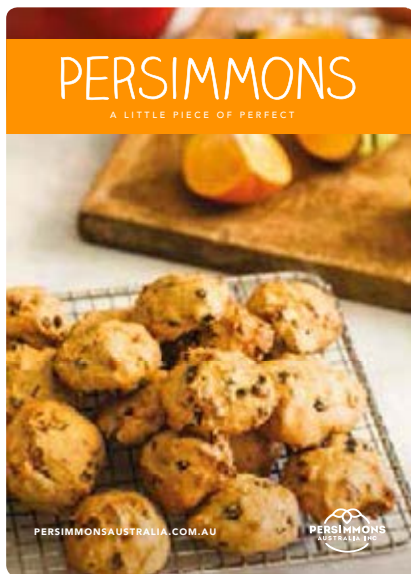
A new A3 poster was also developed featuring Poh holding a delicious persimmon. The poster was refreshed after Sprout Research conducted a heat mapping survey which analysed the position of the words and images on the poster. The new poster highlights persimmons, the delicious fruit and the word 'persimmons' more.

The POS was distributed to the central markets via Industry Advisory Committee members who hand-delivered it to the wholesalers in February and March 2014.



#### Business case

In a tough economy, a South-East Queensland independent greengrocer tripled sales year on year through in-store merchandising of persimmons over the season (mid March to early June). For three weeks at the peak of the Qld season, persimmons were in the top three best-selling fruits in that particular store. These results were achieved through



an effective display of the fruit and the POS provided as well as providing samples of the fruit to consumers. Methods that the store manager went through to achieve these results were put into a business case document and distributed to key wholesalers along with the POS. These were then passed on to the independent stores.

### Website

Crossman Communications updated the Persimmons Australia website [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au) with Poh's new recipes, images and the 2013/14 season media kit. Links and information were posted throughout the season to keep the site fresh.

### Green grocer merchandising program

Agency D2C were commissioned to undertake the in-store merchandising activity during the 2013/14 program. There were 50 sessions in independent stores split between Sydney and Brisbane during two weeks from 24 March. Each store visited was provided with two posters as well as sets of the four new recipe pads. The activity was a success:

- 74 posters were installed by the merchandisers, 21 posters were left with the manager to install.
- Four stores only accepted one poster with one store not accepting any.
- 77 percent of posters installed at fruit display, remainder placed up at the checkout, the entrance or a secondary location.

- 80 percent of stores accepted the full allocation of the recipe pads while 20 percent only accepted some of the allocation.
- 60 percent of recipe booklets installed at fruit display, with reminder placed in a secondary location.
- The Business Case was discussed with relevant store personnel at all stores visited.

### Consumer research

The IAC commissioned Sprout Research to undertake a consumer research project as part of the marketing program. The research was conducted using telephone and online surveys. The key findings were:

- Familiarity with persimmons as a fruit is low, with low understanding of persimmons (48 percent knew nothing), not knowing when they are in season (71 percent either did not know or attributed the wrong seasons) and what type of fruit they are (96 percent either did not know or attributed the wrong fruit type).
- Purchase penetration is low with almost 80 percent claiming they did not purchase persimmons last season (73 percent), or any season (78 percent do not normally buy persimmons at all).
- Amongst those who did purchase persimmons last season (27 percent), they most regularly purchased at the supermarket (37 percent) and occasionally at a greengrocer (33 percent).

- Key reasons for not buying were being unsure what persimmons are (45 percent), not knowing how to use them (31 percent), and persimmons not being a consideration (31 percent).
- The main sources of inspiration for recipe ideas amongst current and potential buyers were [taste.com.au](http://taste.com.au), food magazines and recipe cards.
- Amongst those who currently consume persimmons, the most common method of consumption was on its own (55 percent regularly). Being used in fruit salad was the most appealing suggested usage idea with 43 percent appeal.
- While availability and appearance of the display in-store would encourage current purchasers to buy more persimmons, information provision would encourage potential buyers – recipe cards, online information and communicating the health benefits would encourage purchase amongst this group.

These results led to the development of the new plan for the 2013/14 season. To date, this program has been a great success for the industry and the HAL team are looking forward to another successful year in 2014/15.

### Project PR13500

**For more information contact:**

**Alena Swinbourne, HAL**

**T 02 8295 2335**

**E [alena.swinbourne@horticulture.com.au](mailto:alena.swinbourne@horticulture.com.au)**

## OBJECTIVE 4

Strengthen industry capability

# Strategic investment plan

*The Australian Persimmon Strategic Investment Plan (SIP) 2014–19* will provide a clear direction for the advancement of the industry and define the key outcomes required from investing industry and government funds over the next five years.

During 2013, the development process began with a workshop held at the Maroochydore Research Station, Qld, with the Persimmon Industry Advisory Committee (IAC) and other key stakeholders. The purpose of the workshop was to evaluate the existing plan to identify gaps and achievements within the research, development, extension and marketing programs; and to develop new objectives and strategies for the industry. A draft plan was developed for consideration by the IAC and broader industry consultation on the plan was conducted at the Annual

Levy Payers' Meeting and again at an SIP consultation meeting. Following feedback and adjustment, the final plan is now in the approval process.

At current levy rates, it is expected that in excess of \$1 million will be invested into industry research, development and extension (R&D) and marketing over the next five years. One of the key roles of the new plan is to demonstrate to levy payers that their money is being and will be invested in the most effective way to achieve sustainability, profitability and growth for the Australian persimmon industry. Likewise, the Australian Government can be assured that industry levies and matched funds from the Government are being allocated appropriately and are addressing their Rural R&D priorities.

Importantly, this document can assist in guiding investment from other stakeholders and provides a context for RD&E that might be funded outside of the industry levy/HAL process.

Details of the final plan will be available mid 2014.

### **Project PR13004**

#### **For more information contact:**

**Jenny Margetts, Plant & Food Research**

**T 0418 215 276**

**E [jenny.margetts@plantandfood.com.au](mailto:jenny.margetts@plantandfood.com.au)**



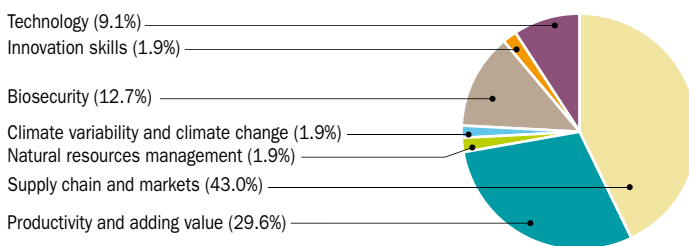
## Australian Government priorities

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

The Australian Government's Rural R&D 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 industry R&D program against each of the Australian Government priorities for rural R&D. Full details of expenditure across all industries is available in HAL's annual report at [www.horticulture.com.au](http://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.

## Consultation funding

The consultation agreement between Persimmons Australia Inc and HAL sets out the tasks each organisation will perform to enable the other to discharge its responsibilities related to levy payers and industry services.

Consultation agreement activities are funded by HAL using the Persimmon R&D levy and matched funds from the Australian Government.

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

The full year consultation funding expenditure for Persimmons Australia in 2013/14 was \$19,883. This represents 7.52 percent of the total annual levy expenditure. Consultation funding in respect of R&D represents 6.99 percent of the investment in R&D expenditure and consultation funding in respect of marketing represents 9.72 percent of the investment in marketing expenditure.

### Project PR13910

**For more information contact:**  
**Alison Fuss, Persimmons Australia Inc**  
**T 07 4637 9925**  
**E [amfuss@bigpond.net.au](mailto:amfuss@bigpond.net.au)**

## 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 2013/14 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 Prescribed Industry Body (PIB) for an industry is responsible for recommending to HAL the establishment of, and any changes to, statutory levies. The PIB 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](http://www.horticulture.com.au).



# 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](http://www.horticulture.com.au/industries/across_industry_program.asp).

Project no.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Life of project value	2013/14 expenditure	Organisation	Contact
<b>Objective 1: To enhance the efficiency, transparency, responsiveness and integrity of the supply chain</b>									
AH12009		Partnering fresh produce with retail - Quality Assurance harmonisation	Levy	1/8/12	31/8/13	\$143,500	\$212	Kitchener Partners	Tristan Kitchener 0407 827 738
AH12010		Partnering fresh produce with retail - Joint working groups	Levy	1/8/12	30/11/14	\$305,000	\$43,446	Kitchener Partners	Tristan Kitchener 0407 827 738
AH12015	  	Food Innovation Hub	Levy	9/5/13	31/8/13	\$28,166	\$5,633	Food Innovation Partners	Russel Rankin 07 3289 4591
AH12016	 	Partnering fresh produce with retail: Quality Assurance harmonisation	Levy	15/5/13	30/6/15	\$337,307	\$105,096	Kitchener Partners	Tristan Kitchener 0407 827 738
AH13026		Retailer in-store training	Levy	16/12/13	30/5/14	\$20,000	\$20,000	Kitchener Partners	Tristan Kitchener 0407 827 738
<b>Objective 2: Maximise the health benefits of horticultural products in the eyes of consumers, influencers and government</b>									
<i>No active project in 2013/14 to report on</i>									
<b>Objective 3: Position horticulture to compete in a globalised environment</b>									
AH09027	 	Investing in Youth successful scholarship applicant	Levy	31/5/10	31/3/15	\$80,000	\$10,000	Rural Industries R&D Corporation	Margo Andrae 02 6271 4132
AH11009	 	Autonomous perception systems for horticulture tree crops	Levy	1/5/12	27/11/15	\$120,000	\$40,000	The University of Sydney	Dr Salah Sukkarieh 02 9351 8154
AH12018	 	Export symposium 2013	Levy	12/4/13	31/12/13	\$34,188	\$22,931	Oliver & Doam	Agnes Barnard 02 8011 4743
AH12019	 	Horticulture Leaders - Across Horticulture Leadership Training - 2013 and 2014 programs	Levy	3/6/13	31/5/15	\$184,323	\$50,000	Strategic Business Development Pty Ltd	Russell Cummings 0414 929 585
AH13018	 	Horticulture R&D showcase	Levy	1/8/13	30/6/14	\$46,889	\$35,680	Horticulture Australia Limited	Brenda Kranz 02 8295 2317
AH13020	 	Horticulture information unit	Levy	1/8/13	28/2/16	\$250,000	\$31,000	Horticulture Australia Limited	Pat Abraham 0438 474 758
AH13028		Australia Fresh - across industry initiative	Levy	16/12/13	30/12/14	\$50,000	\$44,789	Oliver & Doam	Agnes Barnard 02 8011 4743
MT12029		Horticultural Market Access Manager 2012-2015	VC/ Levy	1/10/12	30/9/15	\$613,500	\$74,839	Langley Consulting	Chris Langley 0498 723 103
<b>Objective 4: Achieve long term viability and sustainability for Australian horticulture</b>									
AH09003	 	Plant protection: Regulatory support and coordination	Levy	1/7/09	30/5/14	\$995,061	\$243,225	AKC Consulting Pty Ltd	Kevin Bodnaruk 02 9499 3833
AH09014		Across industry climate research, development and extension (RD&E) activities	Levy	13/4/10	28/2/14	\$60,264	\$12,000	Horticulture Australia Limited	Brenda Kranz 02 8295 2317
AH10003	  	Horticulture component of the National Climate Change Research Strategy for Primary Industries	Levy	30/11/11	1/7/15	\$157,500	\$0	Horticulture Australia Limited	Brenda Kranz 02 8295 2317
AH10006		Pesticide spray drift in horticulture - a response to new guidelines from the APVMA	Levy	1/7/10	30/6/14	\$20,000	\$4,676	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
AH11007	  	Developing an LCI database for Australian agriculture	Levy	2/1/12	1/10/13	\$20,000	\$10,000	Rural Industries R&D Corporation	Brenda Kranz 02 8295 2317
AH11029	 	Provision of independent technical and secretarial services to the National Working Party for Pesticide Application	Levy	20/12/11	31/5/15	\$100,000	\$25,000	Plant Health Australia	Nicholas Woods 02 6215 7704
AH11010		Biotechnology awareness in horticulture	Levy	10/10/11	30/6/14	\$102,177	\$9,941	Horticulture Australia Limited	Alok Kumar 0418 322 070
AH11011	 	Horticulture funding of the CRC for Plant Biosecurity	Levy	30/6/12	30/5/18	\$3,000,000	\$500,000	CRC For National Plant Biosecurity	John Austen 02 6201 2882
AH13014		Horticulture for Tomorrow review and upgrade	Levy	5/8/13	23/6/14	\$43,228	\$43,196	Horticulture Australia Limited	Brenda Kranz 02 8295 2317

# ACROSS INDUSTRY PROGRAM

Project no.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Life of project value	2013/14 expenditure	Organisation	Contact
AH13023		Industry Development Forum with International Horticulture Congress	Levy	17/2/14	30/6/15	\$45,100	\$2,923	Horticulture Australia Limited	David Low 0429 221 443
AH13025		Research to support HAL Member input to the HAL review	Levy	18/11/13	28/2/14	\$43,399	\$43,647	Horticulture Australia Limited	John Madden 0421 274 076
AH13027		Plant protection: Regulatory support and coordination - continuation of AH09003	Levy	31/5/14	1/7/18	\$892,748	\$25,000	AKC Consulting Pty Ltd	Kevin Bodnaruk 02 9499 3833
AH13032		Response to Agricultural Competitiveness white paper	Levy	1/4/14	30/4/14	\$31,500	\$31,500	KPMG	Michelle Pawley 02 6248 1141
MT10029		Managing pesticide access in horticulture (cont from AH04009 and MT07029)	Levy	1/7/10	2/7/15	\$1,261,460	\$67,398	Horticulture Australia Limited	Jodie Pedrana 0404 314
MT10049		A multi target approach to fruitspotting bug management	Levy	1/3/11	1/4/16	\$1,353,016	\$40,741	Department of Primary Industries NSW	Ruth Huwer 02 6626 1196
MT10066		Project coordination for MT10049	Levy	14/3/11	31/5/14	\$42,984	\$1,214	RCR Agri Pty Ltd	Chaseley Ross 0409 707 806
<b>Objective 5: Other</b>									
AH11003		Support function for AIC	Levy	15/9/11	30/8/13	\$84,187	\$35,000	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
AH11017		Sponsorship of Appetite for Excellence Awards	Levy	1/7/11	22/6/14	\$70,500	\$20,000	Horticulture Australia Limited	Melissa Smith 02 8295 2340
AH11023		Graham Gregory Award and function	Levy	1/7/11	30/6/16	\$151,500	\$30,000	Horticulture Australia Limited	Sharyn Casey 02 8295 2379
AH11026		Across Industry program administration	Levy	1/7/11	30/6/14	\$31,800	\$6,332	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
AH13800		Across Industry Annual Report 2012/13	Levy	1/7/13	30/6/14	\$15,000	\$9,688	Horticulture Australia Limited	Barbara Knezevic-Marinos 02 8295 2318
MT12028		OHMA operational support 2012-2015	VC/Levy	1/10/12	31/5/15	\$91,500	\$19,832	Horticulture Australia Limited	Peter Whittle 0409 578 937
<b>Horticulture Australia Transformational Fund projects</b>									
AI12002		Transformational solutions to challenges and issues facing the Australian horticulture industry	Levy	9/9/13	1/10/14	\$500,000	\$250,000	Intellectual Ventures	Paul Levins 0419 239 180
AI13001		Dietary sterilisation of male Queensland Fruit Fly	Levy	1/5/14	28/2/18	\$1,253,316	\$0	CSIRO Biosecurity Flagship	Dr Christopher Hardy 02 6246 4375
AI13004		Transforming subtropical/tropical tree crop productivity	Levy	5/11/13	31/5/17	\$3,089,012	\$652,026	The Department of Agriculture, Fisheries and Forestry, Qld	Dr John Wilkie 0402 390 885
AI13008		A platform for the continuous genetic improvement of accepted cultivars of vegetatively propagated horticultural crops	Levy	14/11/13	31/1/17	\$2,025,439	\$354,981	Queensland University of Technology	Dr James Dale 07 3138 2819
AI13011		Transformational Innovation Performance Analysis	Levy	1/10/13	31/12/14	\$147,385	\$117,308	The University of Queensland	A/Prof Damian Hine 07 3346 8162
AI13012		A value chain approach to horticultural product innovation	Levy	20/12/13	31/12/14	\$265,430	\$112,544	Central Queensland University (CQU)	Phillip Brown 07 4150 7145
AI13013		Direction setting Forum for a horticultural education strategy	Levy	24/2/14	30/7/15	\$15,000	\$7,967	Horticulture Australia Limited	Sharyn Casey 02 8295 2379
AI13014		Advancing Post Doctorates in horticulture	Levy	1/6/14	30/4/18	\$800,000	\$0	Horticulture Australia Limited	Sharyn Casey 02 8295 2379

## 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

## PERSIMMON PROGRAM

Project no.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Life of project value	2013/14 expenditure	Organisation	Contact
MT12009	2		Export-import market intelligence 2012-2014	VC/Levy	15/7/12	30/6/14	\$140,122	\$2,383	Global Trade Information Services Inc	Russell Patterson 1 803 765 1695
PR12000	1	   	Australian sweet persimmon industry development - Phase 3	Levy	1/7/12	30/5/14	\$172,488	\$80,338	The Department of Agriculture, Fisheries and Forestry, Qld	Grant Bignell 07 5453 5947
PR12002	3		Consumer research	Levy	13/5/13	26/7/13	\$15,000	\$15,000	Sprout Research Pty Ltd	Heath Adams 0438 614 291
PR13001	1		Minor use permits renewals for the persimmon industry	Levy	5/7/13	15/9/15	\$14,000	\$4,175	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
PR13002	1		Persimmon minor use allocation	Levy	1/7/13	1/7/16	\$63,000	\$0	Horticulture Australia Limited	Jodie Pedrana 0404 314 751
PR13004	4	      	Strategic investment plan	Levy	1/8/13	31/8/14	\$10,000	\$6,000	Plant & Food Research Australia Pty Ltd	Jenny Margetts 0418 215 276
PR13006	4	      	Project costs associated with development of SIP	Levy	1/8/13	31/1/14	\$10,000	\$4,345	Horticulture Australia Limited	Anna-Louise Cross 02 8295 2372
PR13007	1	   	Australian Sweet Persimmon Industry Development Project - Phase 4	Levy	23/6/14	31/5/17	\$270,833	\$55,157	The Department of Agriculture, Fisheries and Forestry, Qld	Grant Bignell 07 5453 5947
PR13501	3		Persimmon 2013/14 PR project	Levy	10/10/13	30/6/14	\$29,000	\$29,000	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR13502	3		Persimmon 2013/14 POS	Levy	10/10/13	30/6/14	\$6,000	\$5,772	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR13503	3		Persimmon 2013/14 web hosting	Levy	10/10/13	30/6/14	\$500	\$67	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR13504	3		Persimmon 2013/14 merchandising	Levy	10/10/13	30/6/14	\$3,500	\$3,345	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR13800	4	      	Persimmon Industry Annual Report 2012/13	Levy	1/7/13	30/6/14	\$2,888	\$2,888	Horticulture Australia Limited	Barbara Knezevic-Marinos 02 8295 2318
PR13910	4	      	Persimmon Funding Agreement 2013/14	Levy	1/10/13	31/10/14	\$22,932	\$22,932	Persimmons Australia Incorporated	Alison Fuss 07 4637 9925

### Australian Government Rural R&D Priorities:

- Productivity and adding value
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## CLIMATE CHANGE RD&E

Throughout 2013/14, the Australian horticulture industry invested in a range of research, development and extension (RD&E) projects to better understand, adapt to and mitigate the impacts of climate change.

Horticulture Australia Limited (HAL) has invested in cross-collaborative programs, such as the Climate Change Research Strategy for Primary Industries (CCRSPi) and Agricultural Lifecycle Inventory (AusAgLCI), and projects within or across industries, such as on crop phenology, nitrogen and plant-waste management, regulated deficit irrigation, carbon and soil, urban forestry and environmental auditing.

HAL's RD&E investment is obtained through industry levies, voluntary contributions and matched funds by the Australian Government.

# PERSIMMON LEVY INVESTMENT SUMMARY

Year ended 30 June 2014	Marketing 2013/14 \$	R&D 2013/14 \$	Combined 2013/14 \$
<b>Funds available 1 July 2013</b>	<b>16,016</b>	<b>89,424</b>	<b>105,440</b>
<b>Income</b>			
Levies received	53,621	80,432	134,053
Commonwealth contributions		102,112	102,112
Other income	1,158	3,902	5,060
<b>Total income</b>	<b>54,779</b>	<b>186,446</b>	<b>241,225</b>
<i>Budget</i>	<i>48,473</i>	<i>177,149</i>	<i>225,622</i>
<i>Variance to budget</i>	<i>6,306</i>	<i>9,297</i>	<i>15,603</i>
<b>Program investment</b>			
Levy programs	41,526	181,985	223,511
Service delivery programs by HAL	5,080	22,238	27,318
Across Industry contribution		4,596	4,596
Levy collection costs	4,515	4,515	9,030
<b>Total investment</b>	<b>51,121</b>	<b>213,334</b>	<b>264,455</b>
<i>Budget</i>	<i>51,720</i>	<i>223,734</i>	<i>275,454</i>
<i>Variance to budget</i>	<i>599</i>	<i>10,400</i>	<i>10,999</i>
Annual surplus/deficit	3,658	(26,888)	(23,230)
<b>Closing balance 30 June 2014</b>	<b>19,674</b>	<b>62,536</b>	<b>82,210</b>

## Persimmon Industry Advisory Committee (IAC)

Nick Hobbs (Chair)  
Alison Fuss (Secretariat)  
Brent Guthrie  
Stephen Jeffers  
Rodney Dalton  
Geoff Patteson  
Anna-Louise Cross (Ex-Officio)



## For more information contact:



**Anna-Louise Cross**  
HAL Industry Services Manager  
Horticulture Australia Limited

Level 8, 1 Chifley Square  
Sydney NSW 2000

**T 02 8295 2372**

**E [anna-louise.cross@horticulture.com.au](mailto:anna-louise.cross@horticulture.com.au)**