

Apple and Pear Fund Annual Investment Plan 2025/26



September 2025

**Hort
Innovation**

**APPLE AND
PEAR FUND**

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Apple and Pear Fund in 2025/26 can be found below. Each year, apple and pear industry representatives meet as advisory panels to discuss investment recommendations in line with the Apple and Pear Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The apple and pear R&D and marketing advisory panels met on May 20, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Apple and Pear Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Apple and pear R&D advisory panel prioritised investment recommendations in 2025/26

Priority 2025/26	Investment	Outcome	Strategy
1	Future Orchards – adoption and innovation in apples and pears	2. Industry supply, productivity and sustainability	2.1 Profitability
		3. Extension and capability	3.1 Extension capability 3.2 Engagement to innovate 3.3 Leadership initiatives
		4. Business insights	4.2 Benchmarking
2	Apple and pear orchard benchmarking	4. Business insights	4.2 Production benchmarking
3	Building capability program for emerging leaders	3. Extension and capability	3.3 Leadership initiatives
*	Measurement and evaluation dashboard and assessments	4. Business insights	4.3 Consumer insights

Note:

* This is a foundational investment required to address principle 5 of the Statutory Funding Agreement Guidelines, by conducting an ongoing ex-post evaluation of Hort Innovation's R&D investment program, sampled across all horticulture levy funds to inform the overall impact of the investment program and therefore does not require advice.

Table 2. Apple marketing advisory panel prioritised investment recommendations in 2025/26

Priority 2025/26	Investment	Outcome	Strategy
1	Apple marketing program FY25-26 (18 months)	1. Demand creation	1.1 Consumer demand

Table 3. Pear marketing advisory panel prioritised investment recommendations in 2025/26

Priority 2024/25	Investment	Outcome	Strategy
1	Pears marketing support for domestic FY25/26 (social media campaign)	1. Demand creation	1. Consumer demand
2	Extension of pear international marketing program FY25 – New Zealand	1. Demand creation	4. Business insights

Current contracted R&D and marketing projects

Current contracted projects in the Apple and Pear Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Apple and Pear SIP, can be seen in Tables 3, 4 and 5. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted apple and pear R&D project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
AM21002	Modernising phytosanitary risk management	112,500	112,500	112,500	-
AP16001	Apple and pear industry minor use permit program	16	-	-	-
AP21000	Apple and Pear Industry Communications Program	331,437	331,437	568,178	-
AP21001	Apple and pear market access and trade development	301,428	-	-	-
AP21003	Apple and pear biosecurity plan review	21,141	42,184	54,500	-
AP22001	Pest and disease management (PIPS 4 Profit)	214,875	214,875	214,875	-
AP22002	Pear production systems for future climates (PIPS 4 Profit)	148,415	183,805	164,254	91,104
AP22003	Building sustainable soils (PIPS 4 Profit)	200,000	200,000	200,000	147,805
AP22004	Optimising apple production systems (PIPS 4 Profit)	300,000	300,000	300,000	360,705
AP22005	PIPS 4 Profit Coordinator	56,382	56,382	56,382	48,191
AP23003	Apple and Pear Trade Development and Market Access Program	342,537	258,369	262,032	189,314
AP23910	Industry and grower consultation including SIAPs and EAPs	1,891	-	-	-
AP24001	Apple and Pear In-Store Quality and Education Program FY25	68,386	424,801	-	-
AP24003	Pear International retail elearning platform FY25	38,753	21,247	-	-
AP24910	Industry and grower consultation including SIAPs and EAPs	26,529	-	-	-
FF20000	National Fruit Fly Council – Phase 4	8,000	8,000	14,000	-
MT20007	Regulatory support and response co-ordination (pesticides)	8,787	-	-	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MT21004	Consumer behavioural data program	55,541	39,988	48,157	-
MT21008	National Bee Pest Surveillance Program: Transition program	49,510	-	-	-
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	8,193	-	-	-
MT22003	Nuffield scholarships	40,554	-	11,440	-
MT22005	Horticulture trade data 2022-2025	4,630	-	-	-
MT22011	Horticulture National Lean Leaders Program	572	734	-	-
MT23005	One Basin CRC – partnering on behalf of horticulture industries	10,000	15,000	15,000	15,000
MT23007	M&E dashboard automation test	2,339	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	18,327	-	-	-
MT23202	Comms evaluation deep dive modules 2023/24	6,000	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	5,440	3,626	4,533	-
MT24008	Regulatory support and response co-ordination (pesticides)	14,602	9,734	9,734	14,602
MT24201	Consumer usage and attitude tracking 2025/26	10,039	20,077	20,077	-
Total		2,406,821	2,242,760	2,055,662	866,720



Table 4. Current contracted apple marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
AP23500	Apple in-store sampling program FY24	66,566	-
AP23502	Apple point of sale materials FY24 (Expenses only)	13,184	22,753
AP23505	Apple international co-promotion FY24	27,500	-
AP23604	FAppl marketing program Y25-26 – Creative, strategy, earned media and AM head hours	85,000	10,000
AP23606	Apple marketing program FY25-26 – Paid media burst 1 (July to November 2024)	234,775	-
AP23910	Industry and grower consultation including SIAPs and EAPs	105	-
AP24501	Apple varietal in-store sampling program and point of sale FY25-26	199,748	99,874
AP24502	Apple international co-promotion FY25	28,400	113,600
AP24503	Apple varietal active sampling FY25 – Test and learn	30,000	20,000
AP24601	Apple marketing program FY25-26 – Paid media burst 2 (March to June 2025)	547,345	-
AP24603	Apple marketing program FY25-26 – Creative optimisation burst 2	44,000	-
AP24910	Industry and grower consultation including SIAPs and EAPs	2,814	-
AP25601	Apple marketing program FY25-26 – Creative optimisation burst 3 (July to November 2025)	-	52,500
MT23502	Apple and pear retail merchandising program FY24	43,845	-
Total		1,323,280	318,727

Table 5. Current contracted pear marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
AP23910	Industry and grower consultation including SIAPs and EAPs	105	-
AP24910	Industry and grower consultation including SIAPs and EAPs	660	-
MT23502	Apple and pear retail merchandising program FY24	14,615	-
PA23500	Pear in-store sampling program FY24	49,921	-
PA23602	Pear domestic marketing campaign FY25 – Creative exploration	55,000	-
PA24501	Pear in-store sampling program FY25	150,000	-
PA24601	Pear sampling creative wrapping FY25 – Influencer and social media	45,000	5,000
PA24641	Pear international marketing program FY25 – NZ and Middle East	175,000	-
PA24642	Pear international marketing program FY25 – Canada	171,000	39,000
Total		661,300	44,000

Financial statements

Financial statements for the apple and pear R&D levy fund can be seen in Table 6 below and the marketing levy funds can be seen in Tables 7 and 8.

Table 6. Apple and pear R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	1,074,742	1,611,789	1,551,006	1,196,183
Levies from growers	1,909,894	1,930,000	1,930,000	1,930,000
Commonwealth funds	1,414,008	2,026,222	2,307,751	1,870,256
Other income	57,677	52,449	40,451	21,663
Total income	3,381,579	4,008,671	4,278,202	3,821,919
Project funding ¹	2,406,821	3,149,034	3,378,254	2,233,549
Available for investment	-	300,000	550,000	950,000
Service delivery	421,194	603,409	687,248	556,962
Total matched expenditure	2,828,015	4,052,443	4,615,502	3,740,511
Federal Government levy collection costs	16,516	17,011	17,522	18,047
Annual levy cash movement	537,047	-60,784	-354,822	63,360
Closing balance	1,611,789	1,551,006	1,196,183	1,259,543

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.



Table 7. Apple marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	360,202	904,448	895,194	793,588
Levies from growers	2,126,941	2,175,000	2,175,000	2,175,000
Other income	26,663	27,133	26,856	23,808
Total income	2,153,604	2,202,133	2,201,856	2,198,808
Project funding ¹	1,323,280	748,727	25,000	25,000
Available for investment	-	1,075,000	1,875,000	1,875,000
Service delivery	267,567	368,780	384,203	384,203
Total expenditure	1,590,847	2,192,507	2,284,203	2,284,203
Federal Government levy collection costs	18,511	18,881	19,259	19,644
Annual levy cash movement	544,246	-9,254	-101,606	-105,039
Closing balance	904,448	895,194	793,588	688,549

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 8. Pear marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	787,686	756,287	577,921	426,041
Levies from growers	767,724	787,000	787,000	787,000
Other income	26,035	15,126	11,558	8,521
Total income	793,759	802,126	798,558	795,521
Project funding ¹	661,300	440,500	15,000	15,000
Available for investment	-	350,000	750,000	750,000
Service delivery	133,715	159,849	154,692	154,692
Total expenditure	795,015	950,349	919,692	919,692
Federal Government levy collection costs	30,143	30,143	30,746	31,361
Annual levy cash movement	-31,399	-178,366	-151,880	-155,532
Closing balance	756,287	577,921	426,041	270,509

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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