

Avocado Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation **AVOCADO**
FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Avocado Fund in 2025/26 can be found below. Each year, avocado industry representatives meet as advisory panels to discuss investment recommendations in line with the Avocado 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 avocado production RD&E advisory panel met on October 8 and 9, 2024, February 20, 2025 and May 28, 2025 and market development advisory panels met on October 8, 2024, April 28 and 29, 2025, and May 8, 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 Avocado Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Avocado production R&D advisory panel investment recommendations in 2025/26

Investment	Outcome	Strategy
Avocado international retail quality benchmarking	1. Demand creation	2. Consumer demand international
Renew avocados sensory research for both Hass and Shepherd avocados	4. Business insights	1. Consumer insights
Revolutionising management of fruit and banana spotting bugs through genome empowerment	2. Industry supply, productivity and sustainability	4. Integrated pest and disease management (IPDM)
Avocado rootstock variety access	2. Industry supply, productivity and sustainability	1. New varieties
Nuffield Scholarships	3. Extension and capability	3. Industry leadership
Flies as effective pollinators for horticulture	2. Industry supply, productivity and sustainability	2.5 Pollination
National Bee Pest Surveillance Program 2025-2030	2. Industry supply, productivity and sustainability	2.5 Pollination
Multi-industry MRL data access and maintenance	2. Industry supply, productivity and sustainability	2.8 Regulatory support
Measurement and evaluation dashboard and assessments	4. Business insights	4.1 Consumer insights

Table 2. Avocado market development advisory panel investment recommendations in 2025/26

Investment	Outcome	Strategy
Avocado domestic market Development Manager	1. Demand creation	4.3 Production forecasts
Avocado brand positioning research – Export FY26	1. Demand creation	1.2 Consumer demand international
Avocado international marketing program FY26	1. Demand creation	1.2 Consumer demand international
Avocado domestic marketing program FY26	1. Demand creation	1.1 Consumer demand
Avocado international trade show co-ordination	1. Demand creation	1.2 Consumer demand international
Avocado foodservice measurement and evaluation FY26 – R&D	1. Demand creation	1.5 Foodservice
Avocado foodservice program – educational masterclasses FY26	1. Demand creation	1.5 Foodservice
Asia Fruit Logistica 2025	1. Demand creation	1.2 Consumer demand international



Current contracted R&D and marketing projects

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

Table 3. Current contracted avocado 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 \$
AM21000	Serviced supply chains II*	532,269	94,381	-	-
AM22000	Fresh and Secure Trade Alliance (FASTA)*	200,000	100,000	405,000	-
AV16002	Avocado industry minor use permit program	405	-	-	-
AV16007	Improving avocado orchard productivity through disease management	60,050	-	-	-
AV20003	Educating health professionals on the nutrition and health benefits of avocados*	123,575	-	-	-
AV20004	Avocado market access and trade development*	-158,103	-	-	-
AV21002	Avocado industry biosecurity strategy 2022-2026	253,190	332,018	252,536	-
AV21003	Avocado industry biosecurity capacity and capability building: phase II	206,540	353,038	-	-
AV21004	Avocado industry communications program	430,859	395,090	115,802	391,353
AV21005	Growing robust avocados	413,582	408,257	-	-
AV22002	Study to review automation opportunities within the avocado production system	32,700	-	-	-
AV22004	Avocado industry benchmarking	197,898	197,333	197,333	394,667
AV22008	Evaluation of irradiation as a postharvest phytosanitary measure for Australian avocados	27,968	-	-	-
AV22011	Monitoring Avocado supply chain quality	421,812	406,825	186,591	-
AV22012	Avocado industry R&D Coordinator	215,562	268,434	232,917	254,102
AV22016	Avocado industry supply and trade data capture and analysis 2023-2028	419,074	458,145	472,170	252,534

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
AV22O18	International avocados evaluation mission*	28,470	20,000	-	-
AV23O00	Inter-seasonal irregular bearing	200,000	160,000	-	-
AV23O03	Avocado Market Access and Trade Development Project (2024-29)*	866,001	1,318,988	1,067,609	1,053,464
AV23O04	International avocados Middle East study*	28,380	-	-	-
AV23O05	International avocados Gulfood Tradeshow FY25*	100,000	-	-	-
AV23O06	Avocado Japan Supermarket Tradeshow*	100,000	-	-	-
AV23O10	Avocado industry development and extension project	297,263	297,263	297,263	297,262
AV23O12	China market study tour*	120,000	-	-	-
AV23O13	Improving avocado irrigation efficiency and effectiveness in Australia	233,403	251,499	251,499	251,499
AV23O14	Workshop and roadmap for the way forward for irregular bearing	18,825	-	-	-
AV23O15	Industry level life cycle assessment (LCA) of Australian avocado production	110,000	110,000	-	-
AV23O16	Developing a strategy for long-term sustainability of avocado production in Australia	38,440	19,220	-	-
AV23O17	Pest and disease management program for the Australian avocado industry	337,360	269,888	303,360	168,944
AV23O18	Retail elearning platform – Avocados*	-	30,000	-	-
AV23O21	Avocado best practice resource independent review	20,686	-	-	-
AV23O22	Avocado India launch activities*	143,140	-	-	-
AV23O24	Avocado communication testing domestic research FY24: R&D*	40,000	-	-	-
AV24O01	Avocado claims testing - domestic research 2024/25*	22,000	-	-	-



Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
AV24OO3	Optimising Market Engagement through Business Models	141,468	58,532	-	-
AV24OO4	Causes and management of avocado ridging, netting and stretch marking	11,495	34,486	11,495	-
AV24OO6	Avocado scan data FY25: R&D*	23,835	12,835	-	-
AV24OO7	Evaluation of methyl bromide fumigation on avocado quality	77,537	100,981	-	-
AV24OO8	Carbohydrate management in avocado production systems	239,838	359,757	359,757	239,838
AV24OI0	Avocado Industry Virtual Reality Training Program*	161,110	601,040	-	-
AV24OI1	Optimising Avocado Yield with Region-Specific Canopy Management: Insights from Light Interception and canopy modelling	14,885	44,654	14,885	-
AV24OI2	Avocado Packaging Research*	22,500	22,500	-	-
AV24OI3	Global foodservice opportunities for Australian avocados*	25,200	84,800	-	-
AV24OI4	Woolworths Avocado Retail Education, Training and Merchandising FY25*	188,379	47,095	-	-
AV24OI6	Fresh Produce India Tradeshow: avocados*	51,474	-	-	-
AV24OI7	China Technical Symposium and Fruit Conference 2025: Avocado*	-	56,000	-	-
AV24OI8	Avocado communication testing – FY25 new brand campaign*	54,880	-	-	-
AV24OI9	China market study tour: Additional activity*	56,150	-	-	-
AV248OO	IP recovery cost	7,915	-	-	-
AV249IO	Industry and grower consultation including SIAPs and EAPs	34,077	-	-	-
AV24999	Industry consultation	720	-	-	-
MT2OOO7	Regulatory support and response co-ordination (pesticides)	11,290	-	-	-
MT2IOO4	Consumer behavioural data program*	65,014	46,808	56,371	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MT21008	National Bee Pest Surveillance Program: Transition program	74,446	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	8,261	-	-	-
MT21017	Improving fruit and banana spotting bug control	80,636	132,053	144,703	-
MT22003	Nuffield scholarships	-6	40,560	-	11,440
MT22005	Horticulture trade data*	4,738	-	-	-
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates	4,448	-	-	-
MT23005	One Basin CRC – partnering on behalf of horticulture industries	55,000	55,000	55,000	55,000
MT23007	M&E dashboard automation test*	2,142	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24*	13,500	-	-	-
MT23202	Comms evaluation deep dive modules 2023/24*	6,000	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	8,304	5,536	6,919	-
MT24007	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia*	306	162	169	176
MT24008	Regulatory support and response co-ordination (pesticides)	18,761	12,508	12,508	18,761
MT24201	Consumer usage and attitude tracking 2025/26*	12,974	25,947	25,947	-
Total		7,558,622	7,231,634	4,469,835	3,389,040

Note:

* Market development contracted investments.

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

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
AV235O3	Avocado retail opportunities FY24	51,250	-
AV235O4	Avocado foodservice program Y24 – Development and implementation	329,000	-
AV236I0	Avocado PR and social media FY24	-51,578	-
AV236I3	Avocado educational social media series FY24	2,000	-
AV23642	Avocado international Marketing program FY25	700,000	-
AV245O1	Avocado marketing program Y25 (Expenses and website management and maintenance)	17,505	57,495
AV245O5	Avocado foodservice program – Branding and asset development (Expenses only)	40,564	-
AV245O6	Avocado foodservice program – Brand book development (Expenses only)	13,864	-
AV246O1	Integrated Thinking fee, creative and production for avocado FY25 campaigns – Interim and new	1,320,000	-
AV246O2	Paid media for avocado FY25 campaigns – Interim and new	2,450,000	-
AV246O3	Earned and owned social, content production and public relations for avocados FY25 campaigns – Interim and new	305,000	-
AV246O4	Avocado paid media for new brand campaign (July to September 2025)	210,030	840,123
AV24641	International avocado marketing program FY25 (January to June)	514,086	-
AV249I0	Industry and grower consultation including SIAPs and EAPs	26,610	-
AV24999	Industry consultation	480	-
AV256O1	Avocado FY26 thinking, creative optimisations, earned media and owned media	-	520,000
AV256O2	Avocado FY26 paid media (October 2025 to June 2026)	-	1,949,846
AV256O3	Avocado FY26 consumer education campaign	-	400,000
AV245O7	Avocado FY26 marketing program maintenance (Expenses only)	-	30,000
Total		5,928,810	3,797,464

Financial statements

Financial statements for the R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

Table 5. Avocado 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	3,999,761	3,320,043	1,019,452	224,701
Levies from growers	3,611,593	3,890,000	4,110,000	4,240,000
Commonwealth funds	4,434,643	6,214,991	4,904,716	4,198,328
Other income	165,070	54,400	30,564	59,439
Total income	8,211,306	10,159,391	9,045,279	8,497,766
Project funding – Production R&D ¹	4,724,688	5,179,373	3,933,132	2,694,418
Project funding – Market development ¹	2,833,934	4,413,458	3,326,465	1,561,211
Available for investment	-	1,000,000	1,100,000	2,900,000
Service delivery	1,310,665	1,837,151	1,449,834	1,241,026
Total matched expenditure	8,869,287	12,429,982	9,809,431	8,396,655
Federal Government levy collection costs	21,737	30,000	30,600	31,212
Annual levy cash movement	-679,718	-2,300,591	-794,752	69,899
Closing balance	3,320,043	1,019,452	224,701	294,600

Note:

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

Table 6. Avocado 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	2,898,995	1,453,342	297,035	472,960
Levies from growers	5,563,112	6,600,000	6,980,000	7,200,000
Other income	106,676	10,000	10,500	11,025
Total income	5,669,788	6,610,000	6,990,500	7,211,025
Project funding ¹	5,928,810	6,468,464	70,000	70,000
Available for investment	-	-	5,600,000	5,900,000
Service delivery	1,153,154	1,257,843	1,102,575	1,160,913
Total expenditure	7,081,964	7,726,307	6,772,575	7,130,913
Federal Government levy collection costs	33,477	40,000	42,000	44,100
Annual levy cash movement	-1,445,653	-1,156,307	175,925	36,012
Closing balance	1,453,342	297,035	472,960	508,972

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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Any request or enquiry to use this publication should be addressed to:

Communications Manager

Hort Innovation

Level 7, 141 Walker Street

North Sydney NSW 2060

Australia

Email: communications@horticulture.com.au

Phone: 02 8295 2300



Horticulture Innovation Australia Limited
ACN 602 100 149

www.horticulture.com.au