

# Cherry Fund Annual Investment Plan 2025/26



September 2025

**Hort  
Innovation** **CHERRY  
FUND**

## Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Cherry Fund in 2025/26 can be found below. Each year, cherry industry representatives meet as advisory panels to discuss investment recommendations in line with the Cherry 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 cherry marketing and export workshop and cherry advisory panel met on March 24 and 25, 2025 and April 9, 2025 respectively to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The cherry 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 Cherry Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.*

**Table 1. Cherry R&D advisory panel prioritised investment recommendations in 2025/26**

Priority	Investment	Outcome	Strategy
1	Cherry trade development and market access	1. Demand creation	1.1 Export markets 1.2 Consumer demand 1.3 Quality
2	Cherry retail quality and education program FY26	1. Demand creation	1.2 Consumer demand
3	Cherry international launch events program FY25/26	1. Demand creation	1.2 Consumer demand
4	Cherry brand positioning research FY26	1. Demand creation	1.1 Export markets 1.2 Consumer demand
5	Cherry health credential research FY26	1. Demand creation	1.2 Consumer demand
6	Cherry Conference 2026	3. Extension and capability	3.1 Engagement 3.2 Leadership 3.3 Extension capability
7	Monitoring cherry supply chain quality	. Demand creation	1.3 Quality
*	Measurement and evaluation dashboard and assessments	4. Business insights	4.2 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. Cherry marketing advisory panel prioritised investment recommendations in 2025/26**

Priority 2025/26	Investment	Outcome	Strategy
1	Marketing fund component of cherry marketing program FY26	1. Demand creation	1. Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Cherry Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Cherry 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 cherry 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 \$
<a href="#">CY16005</a>	Cherry industry minor use permit program	716	-	-	-
<a href="#">CY21001</a>	Cherry trade development project 2022-2025	93,275	297,885	-	-
<a href="#">CY22002</a>	Extension and communication for the Australian cherry industry	203,000	169,000	75,000	150,000
CY23910	Industry and grower consultation including SIAPs and EAPs	92	-	-	-
<a href="#">CY24001</a>	International cherries launch events – FY25	140,000	-	-	-
CY24002	Cherries Domestic Retail Quality Education Program FY25 R&D	176,957	-	-	-
<a href="#">CY24003</a>	International Cherries Tradeshow FHC – FY25	35,000	-	-	-
<a href="#">CY24004</a>	Optimising protected cherry production	144,957	173,948	173,948	231,931
CY24910	Industry and grower consultation including SIAPs and EAPs	32,367	-	-	-
<a href="#">FF20000</a>	National Fruit Fly Council – Phase 4	4,000	4,000	7,000	-
<a href="#">MT20007</a>	Regulatory support and response co-ordination (pesticides)	3,035	-	-	-
<a href="#">MT21004</a>	Consumer behavioural retail data	20,924	15,065	18,143	-
<a href="#">MT21006</a>	Horticulture Statistics Handbook	7,583	-	-	-
<a href="#">MT21008</a>	National Bee Pest Surveillance Program: Transition program	14,538	-	-	-
<a href="#">MT21015</a>	Horticulture Impact Assessment Program 2020/21 to 2022/23	1,555	-	-	-
<a href="#">MT22005</a>	Horticulture trade data	2,574	-	-	-
<a href="#">MT23007</a>	M&E dashboard automation test	189	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	2,490	-	-	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
<a href="#">MT24005</a>	Horticulture Impact Assessment Program 2023/24 to 2025/26	1,288	859	1,073	-
<a href="#">MT24007</a>	Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029)	311	165	171	178
<a href="#">MT24008</a>	Regulatory support and response co-ordination (pesticides)	5,044	3,362	3,362	5,044
<a href="#">MT24201</a>	Consumer usage and attitude tracking 2025/26	1,290	2,580	2,580	-
CY24009	Cherry brand positioning research FY26	-	15,000	-	-
Total		891,185	681,864	281,278	387,153

Table 4. Current contracted cherry marketing project actuals at 2024/25

Project code	Project title	2024/25 Actual \$
CY23910	Industry and grower consultation including SIAPs and EAPs	26
CY24501	Cherry marketing program FY25 – Pillar 1 (Domestic) – State-based promotions	25,000
CY24601	Cherry marketing program FY25 – Pillar 1 (Domestic) – Boosted social media posts and Hero Visual	45,000
CY24641	Cherry international marketing program FY25	100,000
CY24910	Industry and grower consultation including SIAPs and EAPs	8,637
Total		178,663

## Financial statements

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

**Table 5. Cherry R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)**

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	1,624,354	2,010,081	1,263,190	828,000
Levies from growers	885,111	700,000	700,000	700,000
Commonwealth funds	524,239	1,457,459	1,130,077	1,106,452
Other income	56,067	42,717	28,000	13,560
<b>Total income</b>	<b>1,465,418</b>	<b>2,200,176</b>	<b>1,858,077</b>	<b>1,820,012</b>
Project funding <sup>1</sup>	891,185	2,277,681	1,221,131	1,180,968
Available for investment	-	200,000	700,000	700,000
Service delivery	157,294	437,238	339,023	331,936
<b>Total matched expenditure</b>	<b>1,048,479</b>	<b>2,914,918</b>	<b>2,260,154</b>	<b>2,212,903</b>
Federal Government levy collection costs	31,212	32,148	33,113	34,106
Annual levy cash movement	385,727	-746,891	-435,190	-426,997
<b>Closing balance</b>	<b>2,010,081</b>	<b>1,263,190</b>	<b>828,000</b>	<b>401,002</b>

Note:

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

**Table 6. Cherry marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)**

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	400,262	362,509	169,123	152,452
Levies from growers	177,175	140,000	140,000	140,000
Other income	10,642	10,642	3,382	3,049
<b>Total income</b>	<b>187,817</b>	<b>150,642</b>	<b>143,382</b>	<b>143,049</b>
Project funding <sup>1</sup>	178,663	275,176	5,000	5,000
Available for investment	-	-	120,000	100,000
Service delivery	40,360	62,174	28,243	23,724
<b>Total expenditure</b>	<b>219,023</b>	<b>337,350</b>	<b>153,243</b>	<b>128,724</b>
Federal Government levy collection costs	6,547	6,678	6,812	6,948
Annual levy cash movement	-37,753	-193,386	-16,672	7,377
<b>Closing balance</b>	<b>362,509</b>	<b>169,123</b>	<b>152,452</b>	<b>159,829</b>

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](mailto:communications@horticulture.com.au)

Phone: 02 8295 2300



Horticulture Innovation Australia Limited  
ACN 602 100 149

[www.horticulture.com.au](http://www.horticulture.com.au)