

Custard Apple Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation

CUSTARD
APPLE FUND

Proposed investments in 2025/26

Each year, custard apple industry representatives meet as a strategic investment advisory panel (SIAP) to discuss investment recommendations in line with the Custard Apple Strategic Investment Plan (SIP). At these meetings, the SIAP 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 custard apple SIAP met on October 10, 2024 and February 7, 2025 to to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. No new R&D investment recommendations were prioritised this year and the prioritised marketing investment recommendation can be seen in Table 1.

Table 1. Custard apple advisory panel prioritised marketing investment recommendations in 2025/26

Priority	Investment	Outcome	Strategy
1	Custard apple social media FY26	1. Demand creation	1.1 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Custard Apple Fund as at July 1, 2025 which are aligned to the respective outcomes and strategies in the Custard Apple SIP can be seen in Tables 1 and 2. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 1. Current contracted custard apple 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 \$
CU16000	Custard apple industry minor use program	988	-	-	-
CU23910	Industry and grower consultation including SIAPs and EAPs	51	-	-	-
CU24001	Custard apple industry development	67,452	48,838	71,246	51,602
CU24910	Industry and grower consultation including SIAPs and EAPs	280	-	-	-
MT20007	Regulatory support and response co-ordination (pesticides)	268	-	-	-
MT21004	Consumer behavioural data program	-	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	208	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	339	-	-	-
MT24008	Regulatory support and response co-ordination (pesticides)	446	297	297	446
MT24201	Consumer usage and attitude tracking 2025/26	113	227	227	-
ST22004	Generation of data for pesticide permit applications in horticulture 2022	-36,991	-	-	-
Total		33,155	49,362	71,770	52,048

Table 2. Current contracted custard apple marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
CU23501	Custard apple marketing FY25	4,150	-
CU23910	Industry and grower consultation including SIAPs and EAPs	22	-
CU24910	Industry and grower consultation including SIAPs and EAPs	120	-
Total		4,292	-



Financial statements

Financial statements for the custard apple R&D levy fund can be seen in Table 3 below, and the marketing levy fund can be seen in Table 4.

Table 3. Custard apple 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	119,442	174,532	186,360	162,061
Levies from growers	72,241	75,000	80,000	80,000
Commonwealth funds	19,752	62,798	106,093	94,547
Other income	6,075	3,205	5,480	5,030
Total income	98,068	141,003	191,573	179,577
Project funding ¹	33,155	55,412	78,087	58,707
Available for investment	-	50,000	100,000	100,000
Service delivery	6,349	20,183	34,098	30,388
Total matched expenditure	39,504	125,595	212,185	189,095
Federal Government levy collection costs	3,475	3,579	3,687	3,797
Annual levy cash movement	55,090	11,828	-24,299	-13,314
Closing balance	174,532	186,360	162,061	148,747

Note:

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

Table 4. Custard 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	76,424	99,256	89,448	80,645
Levies from growers	26,505	-	-	-
Other income	3,459	100	105	110
Total income	29,964	100	105	110
Project funding ¹	4,292	7,000	7,000	7,000
Available for investment	-	-	-	-
Service delivery	1,170	1,908	1,908	1,908
Total expenditure	5,462	8,908	8,908	8,908
Federal Government levy collection costs	1,670	1,000	-	-
Annual levy cash movement	22,832	-9,808	-8,803	-8,798
Closing balance	99,256	89,448	80,645	71,847

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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