

# Mushroom Fund Annual Investment Plan 2025/26



September 2025

**Hort  
Innovation**

**MUSHROOM  
FUND**

## Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Mushroom Fund in 2025/26 can be found below. Each year, mushroom industry representatives meet as advisory panels to discuss investment recommendations in line with the Mushroom 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 mushroom R&D and marketing advisory panels met on March 5, 2025, March 26, 2025 and April 10, 2025, respectively 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 recommendation is 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 Mushroom Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.*

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

Priority	Investment	Outcome	Strategy
1	Watch and act for mushroom food safety and risk management	3. Extension and capability	3.1 Extension capability
2	Foodservice education and engagement program for mushrooms	1. Demand creation	1.2 Foodservice
3	Mushroom international study tours – inbound and outbound (2026-2029)	3. Extension and capability	3.1 Extension capability
*	Measurement and evaluation dashboard and assessments	4. Business insights	4.1 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. Mushroom marketing advisory panel new investment recommendation in 2025/26**

Priority	Investment	Outcome	Strategy
1	Mushroom marketing program FY26	1. Demand creation	1.1 Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Mushroom Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Mushroom 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 mushroom 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="#">MT20007</a>	Regulatory support and response co-ordination (pesticides)	5,399	-	-	-
<a href="#">MT21004</a>	Consumer behavioural data program	24,627	19,529	39,366	-
<a href="#">MT21006</a>	Australian Horticulture Statistics Handbook	25,278	-	-	-
<a href="#">MT21015</a>	Horticulture Impact Assessment Program 2020/21 to 2022/23	4,486	-	-	-
<a href="#">MT22003</a>	Nuffield scholarships	0	40,560	-	11,440
<a href="#">MT23007</a>	M&E dashboard automation test	1,614	-	-	-
<a href="#">MT23201</a>	Consumer usage and attitude tracking 2023/24	7,286	-	-	-
<a href="#">MT23202</a>	Comms evaluation deep dive modules 23/24	6,000	-	-	-
<a href="#">MT24005</a>	Horticulture Impact Assessment Program 2023/24 to 2025/26	3,152	2,102	2,627	-
<a href="#">MT24008</a>	Regulatory support and response co-ordination (pesticides)	8,971	5,981	5,981	8,971
<a href="#">MT24201</a>	Consumer usage and attitude tracking 2025/26	8,649	17,298	17,298	-
<a href="#">MU16002</a>	Mushroom industry minor use program	350	-	-	-
<a href="#">MU17006</a>	Developing a database of bio-markers for compost quality control to maximise production yield	77,470	-	-	-
<a href="#">MU18006</a>	Development of a biosecurity plan for Australian mushrooms	29,595	-	-	-
<a href="#">MU20000</a>	Extension and adoption for food safety, quality and risk management	59,468	56,240	-	-
<a href="#">MU20003</a>	Educating the food industry about Australian mushrooms	237,916	-	-	-
<a href="#">MU20006</a>	Mushroom industry crisis and reputation risk management	39,732	99,331	-	-



Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MU21001	Risk analysis and management strategies for mushroom compost production	120,129	-	-	-
<a href="#">MU21003</a>	Mushroom industry communications program	180,000	180,000	135,920	-
<a href="#">MU21004</a>	Marsh Lawson Mushroom Research Center of Excellence	208,512	-	-	-
<a href="#">MU21007</a>	Pest and disease management for the Australian mushroom industry	133,174	208,198	208,198	237,274
<a href="#">MU22000</a>	Non-synthetic alternatives to complement current pest and disease management practices in mushrooms	179,298	-	-	-
<a href="#">MU22001</a>	Scientific basis for a mushroom food group in the Australian Dietary Guidelines	20,000	-	-	-
<a href="#">MU22003</a>	PhD program to study viuses associated with Agaricus mushrooms in Australia	44,750	74,500	52,950	53,300
<a href="#">MU22005</a>	Industry level lifecycle analysis updated to better understand eco-credentials and minimise risks	68,792	68,793	-	-
<a href="#">MU22006</a>	Online resource platform for mushrooms aimed at health care professionals	185,218	246,957	-	-
<a href="#">MU22007</a>	Mushroom industry conference and roadshow program 2023-2026	26,040	26,040	27,900	-
<a href="#">MU22010</a>	Mushroom international study tours – inbound and outbound	39,260	44,570	-	-
<a href="#">MU22011</a>	Mushroom supply chain best practice management	33,029	-	-	-
<a href="#">MU23003</a>	Mushroom supply chain and consumer analytics	40,000	-	-	-
<a href="#">MU23004</a>	Mushroom RD&E Coordinator	31,068	93,204	93,204	-
<a href="#">MU23006</a>	Mushrooms school education program	45,320	45,320	67,980	-
<a href="#">MU23007</a>	Mushroom packaging specifications and options	196,810	78,886	-	-
MU23010	Mushroom communication testing – domestic research FY25	19,650	-	-	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MU23910	Industry advice and grower consultation	223	-	-	-
<a href="#">MU24001</a>	Alternate mushroom casing substrate/ blends with alternative materials	370,436	160,072	232,672	193,554
<a href="#">MU24002</a>	Ethylene and mushroom quality	58,803	111,878	40,920	-
<a href="#">MU24004</a>	Mushroom health and nutrition research, development and extension strategic plan	16,733	66,930	-	-
MU24005	Marsh Lawson: Elevating Mushroom Excellence Through Continual Research	125,360	150,432	150,432	200,576
MU24910	Industry advice and grower consultation	45,225	-	-	-
MU24999	Industry consultation	1,410	-	-	-
Total		2,729,231	1,796,822	1,075,448	705,115



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

<b>Project code</b>	<b>Project title</b>	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>
MU225O4	Mushroom marketing program FY23 – Storage, printing and ad-hoc opportunities (Expenses only)	5,000	19,764
MU235O5	Mushroom marketing program FY25 – Maintenance (January 2024 to June 2025)	13,714	1,286
MU235O7	Mushroom sampling activity FY25 (January 2024 to June 2025)	299,717	-
MU236O5	Public relations, social media, influencers and events (June 2025)	414,000	-
MU236O6	Mushroom paid media including shopper (January 2025 to June 2025 (H2))	1,042,648	-
MU236O7	Mushroom paid media including shopper (July 2024 to December 2024 (H1))	653,224	-
MU236O8	Mushrooms creative development and production FY25 – Brand and shopper	313,200	-
MU239IO	Industry advice and grower consultation	1,802	-
MU245O1	Mushroom new campaign – Box and sticker printing for industry (Expenses only)	11,739	8,261
MU245O2	Mushroom new campaign – \$5OK box and sticker printing for industry ((Expenses only)	11,818	38,182
MU246O1	Mushroom marketing campaign FY25 – Creative production	180,000	-
MU249IO	Industry advice and grower consultation	7,778	-
MU24999	Pre-procurement expenses [What for?]	490	-
MU235O6	Mushroom website maintenance (January 2024 to June 2025)	-	23,750
<b>Total</b>		<b>2,955,129</b>	<b>91,243</b>

## Financial statements

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

**Table 5. Mushroom 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	2,975,942	2,644,804	1,877,503	1,505,646
Levies from growers	1,151,162	1,210,000	1,210,000	1,210,000
Commonwealth funds	1,591,142	2,036,407	1,628,257	1,433,848
Other income	113,098	63,490	50,916	44,700
<b>Total income</b>	<b>2,855,401</b>	<b>3,309,898</b>	<b>2,889,173</b>	<b>2,688,549</b>
Project funding <sup>1</sup>	2,729,231	2,292,846	1,592,787	1,259,337
Available for investment	-	1,200,000	1,200,000	1,200,000
Service delivery	453,052	579,969	463,728	408,360
<b>Total matched expenditure</b>	<b>3,182,283</b>	<b>4,072,814</b>	<b>3,256,514</b>	<b>2,867,697</b>
Federal Government levy collection costs	4,256	4,384	4,515	4,651
Annual levy cash movement	-331,138	-767,300	-371,857	-183,799
<b>Closing balance</b>	<b>2,644,804</b>	<b>1,877,503</b>	<b>1,505,646</b>	<b>1,321,848</b>

Note:

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

**Table 6. Mushroom 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	866,524	419,463	243,626	232,463
Levies from growers	3,112,400	3,270,000	3,270,000	3,270,000
Other income	9,136	8,389	4,873	4,649
<b>Total income</b>	<b>3,121,536</b>	<b>3,278,389</b>	<b>3,274,873</b>	<b>3,274,649</b>
Project funding <sup>1</sup>	2,955,129	2,860,210	20,000	20,000
Available for investment	-	-	2,700,000	2,700,000
Service delivery	601,960	582,508	553,953	553,953
<b>Total expenditure</b>	<b>3,557,089</b>	<b>3,442,718</b>	<b>3,273,953</b>	<b>3,273,953</b>
Federal Government levy collection costs	11,508	11,508	12,083	12,688
Annual levy cash movement	-447,061	-175,837	-11,164	-11,991
<b>Closing balance</b>	<b>419,463</b>	<b>243,626</b>	<b>232,463</b>	<b>220,472</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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