

Pineapple Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation

PINEAPPLE
FUND

Proposed investments in 2025/26

Each year, pineapple industry representatives meet as advisory panels to discuss investment recommendations in line with the Pineapple 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 pineapple R&D and marketing advisory panels met on October 23, 2024 and March 27, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. No R&D investments were prioritised for 2025/26 to reserve funds for the next financial year.

The marketing investment recommendation is listed in Table 1.

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 Pineapple Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Pineapple marketing advisory panel prioritised investment recommendation in 2025/26

Priority	Investment	Outcome	Strategy
1	Pineapple marketing campaign FY26	1. Demand creation	1.1 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Pineapple Fund as at July 1, 2025 which are aligned to the respective outcomes and strategies in the Pineapple SIP, can be seen in Tables 2 and 3. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 2. Current contracted pineapple 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 \$
MT20007	Regulatory support and coordination (pesticides)	777	-	-	-
MT21004	Consumer behavioural data program	3,833	2,760	3,323	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	634	-	-	-
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates	4,448	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	1,071	-	-	-

Table 2. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MT24005	Consumer usage and attitude tracking 2025/26	461	308	384	-
MT24008	Regulatory support and coordination (pesticides)	1,292	861	861	1,292
MT24201	Consumer usage and attitude tracking 2025/26	343	687	687	-
PI16000	Pineapple industry minor use program	723	-	-	-
PI17000	National pineapple breeding and evaluation program	12,104	-	-	-
PI22000	Pineapple industry development and extension project	114,400	114,400	85,800	85,800
PI22001	Australian pineapple breeding and evaluation program	219,731	-	109,865	109,865
PI23001	Australian pineapple industry field days	20,600	21,218	10,927	10,927
PI23002	Pineapple industry biosecurity plan	68,152	51,555	9,579	13,444
PI24910	Industry and grower consultation including SIAPs and EAPs	600	-	-	-
Total		449,171	191,788	221,428	221,329

Table 3. Current contracted pineapple marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
PI24501	Pineapple marketing program FY25 – Website refresh and social media support	26,865	-
PI24502	Pineapple marketing campaign FY26	31,046	46,569
PI24910	Industry and grower consultation including SIAPs and EAPs	400	-
Total		58,311	46,569



Financial statements

Financial statements for the R&D levy fund can be seen in Table 4 below, and the marketing levy fund can be seen in Table 5.

Table 4. Pineapple 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	380,871	306,670	314,919	288,525
Levies from growers	170,344	155,000	155,000	155,000
Commonwealth funds	266,897	161,538	195,170	206,355
Other income	26,200	18,749	17,857	16,537
Total income	463,441	335,288	368,027	377,892
Project funding ¹	449,171	271,869	248,471	267,295
Available for investment	-	-	80,000	80,000
Service delivery	84,624	51,208	61,869	65,415
Total matched expenditure	533,795	323,076	390,340	412,710
Federal Government levy collection costs	3,847	3,962	4,081	4,204
Annual levy cash movement	-74,200	8,249	-26,394	-39,021
Closing balance	306,670	314,919	288,525	249,503

Note:

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

Table 5. Pineapple marketing levy fund actuals at 2024/25 and forecast to 2027/28

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	101,675	119,476	130,877	106,689
Levies from growers	87,820	75,000	75,000	75,000
Other income	4,623	700	735	772
Total income	92,443	75,700	75,735	75,772
Project funding ¹	58,311	49,569	3,000	3,000
Available for investment	-	-	75,000	75,000
Service delivery	14,508	12,330	19,403	19,403
Total expenditure	72,819	61,899	97,403	97,403
Federal Government levy collection costs	1,823	2,400	2,520	2,646
Annual levy cash movement	17,801	11,401	-24,188	-24,277
Closing balance	119,476	130,877	106,689	82,412

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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