

# Summerfruit Fund Annual Investment Plan 2025/26



September 2025

**Hort  
Innovation**

**SUMMERFRUIT  
FUND**

## Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Summerfruit Fund in 2025/26 can be found below. Each year, summerfruit industry representatives meet as advisory panels to discuss investment recommendations in line with the Summerfruit 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 summerfruit R&D and marketing advisory panels met on May 7, 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 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 Summerfruit Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.*

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

| Priority | Investment  | Outcome   | Strategy                     |
|----------|---|---|------------------------------|
| 1        | Summerfruit retail education and merchandising program 2026 | 1. Demand Creation                                  | 1.3 Consumer Demand          |
| 2        | Export registration portal                                  | 1. Demand Creation                                  | 1.2 Trade improvement        |
| 3        | Export data portal  | 3. Business Insights                                | 1.3 Consumer Demand          |
| 4        | Multi-industry MRL data access and maintenance investment   | 3. Business Insights                                | 3.3 Supply of Trade Data     |
| 5        | Summerfruit Biosecurity Plan Review                         | 2. Industry supply, productivity and sustainability | 2.1 Biosecurity preparedness |
| 6        | National Bee Pest Surveillance Program                      | 2. Industry supply, productivity and sustainability | 2.1 Biosecurity preparedness |

**Table 2. Summerfruit marketing advisory panel investment recommendation in 2025/26**

| Priority | Investment  | Outcome            | Strategy            |
|----------|---|--------------------|---------------------|
| 1        | International summerfruit marketing program 2026/27 | 1. Demand Creation | 1.3 Consumer Demand |

## Current contracted R&D and marketing projects

Current contracted projects in the Summerfruit Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Summerfruit 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 summerfruit R&D project actuals at 2024/25 and forecast to 2027/28**

| Project code            | Project title   | 2024/25<br>Actual<br>\$ | 2025/26<br>Forecast<br>\$ | 2026/27<br>Forecast<br>\$ | 2027/28<br>Forecast<br>\$ |
|-------------------------|---|-------------------------|---------------------------|---------------------------|---------------------------|
| <a href="#">FF20000</a> | National Fruit Fly Council - Phase 4  | 8,000                   | 8,000                     | 14,000                    | -                         |
| <a href="#">MT20007</a> | Regulatory support and coordination (pesticides)  | 2,306                   | -                         | -                         | -                         |
| <a href="#">MT21004</a> | Consumer behavioural data program   | 63,650                  | 45,826                    | 55,188                    | -                         |
| <a href="#">MT21006</a> | Australian Horticulture Statistics Handbook   | 7,583                   | -                         | -                         | -                         |
| <a href="#">MT21008</a> | National Bee Pest Surveillance Program: Transition program  | 44,137                  | -                         | -                         | -                         |
| <a href="#">MT21015</a> | Horticulture Impact Assessment Program 2020/21 to 2022/23   | 1,953                   | -                         | -                         | -                         |
| <a href="#">MT22005</a> | Horticulture trade data   | 2,993                   | -                         | -                         | -                         |
| <a href="#">MT23001</a> | Strategic Agrichemical Review Process (SARP) 2023 updates   | 5,837                   | -                         | -                         | -                         |
| <a href="#">MT23201</a> | Consumer usage and attitude tracking FY23/24  | 3,137                   | -                         | -                         | -                         |
| <a href="#">MT24005</a> | Horticulture Impact Assessment Program 2023/24 to 2025/26   | 1,192                   | 794                       | 993                       | -                         |
| <a href="#">MT24007</a> | Chemical residue report to support Australia's Country Recognition Arrangement (CRA) with Indonesia (2024-2029) | 306                     | 162                       | 169                       | 176                       |
| <a href="#">MT24008</a> | Regulatory support and coordination (pesticides)  | 3,832                   | 2,555                     | 2,555                     | 3,832                     |
| <a href="#">MT24201</a> | Consumer usage and attitude tracking 2025/26  | 1,114                   | 2,228                     | 2,228                     | -                         |
| <a href="#">SF16001</a> | Summerfruit industry minor use program  | 366                     | -                         | -                         | -                         |
| <a href="#">SF23000</a> | Precision summerfruit orchards  | 138,300                 | 139,500                   | 142,200                   | 120,000                   |
| <a href="#">SF23002</a> | Stone fruit usage and attitude study  | 68,600                  | 9,800                     | -                         | -                         |
| <a href="#">SF23003</a> | Summerfruit trade development project   | 298,422                 | 236,972                   | 316,565                   | -                         |



Table 3. continued

| Project code            | Project title  | 2024/25<br>Actual<br>\$ | 2025/26<br>Forecast<br>\$ | 2026/27<br>Forecast<br>\$ | 2027/28<br>Forecast<br>\$ |
|-------------------------|--|-------------------------|---------------------------|---------------------------|---------------------------|
| <a href="#">SF23004</a> | Summerfruit extension and communication project                          | 156,468                 | 198,878                   | 180,968                   | 171,468                   |
| <a href="#">SF23005</a> | Determining harvest maturity for peaches and nectarines                  | 207,562                 | 155,671                   | 155,671                   | 129,726                   |
| SF23910                 | Industry advice and grower consultation                                  | 578                     | -                         | -                         | -                         |
| SF23999                 | Industry consultation  | 4,485                   | -                         | -                         | -                         |
| <a href="#">SF24001</a> | Stone Fruit Retail Quality Education Program FY25 R&D                    | 245,088                 | -                         | -                         | -                         |
| SF24910                 | Industry advice and grower consultation                                  | 11,074                  | -                         | -                         | -                         |
| <a href="#">ST21001</a> | Generation of data for pesticide applications in horticulture crops 2022 | 6,444                   | 6,449                     | -                         | -                         |
| Total                   |  | 1,283,425               | 806,835                   | 870,536                   | 425,201                   |

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

| Project code | Project title  | 2024/25<br>Actual<br>\$ | 2025/26<br>Forecast<br>\$ |
|--------------|--|-------------------------|---------------------------|
| SF23910      | Industry advice and grower consultation                            | 193                     | -                         |
| SF23999      | Industry consultation  | 0                       | -                         |
| SF24641      | Summerfruit international marketing FY25: Plums – Vietnam          | 150,000                 | -                         |
| SF24910      | Industry advice and grower consultation                            | 3,691                   | -                         |
| SF24501      | Summerfruit international marketing: AFL Tradeshow (FY25 and FY26) | -                       | 57,500                    |
| Total        |  | 153,884                 | 57,500                    |

## Financial statements

Financial statements for the summerfruit R&D levy fund can be seen in Table 5 below.

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

|  | <b>2024/25<br/>Actual<br/>\$</b> | <b>2025/26<br/>Forecast<br/>\$</b> | <b>2026/27<br/>Forecast<br/>\$</b> | <b>2027/28<br/>Forecast<br/>\$</b> |
|--|----------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Opening balance                          | 424,814                          | 605,061                            | 503,215                            | 405,464                            |
| Levies from growers                      | 948,622                          | 900,000                            | 900,000                            | 900,000                            |
| Commonwealth funds                       | 752,986                          | 986,954                            | 978,597                            | 961,723                            |
| Other income                             | 15,589                           | 17,017                             | 13,711                             | 10,846                             |
| <b>Total income</b>                      | <b>1,717,197</b>                 | <b>1,903,971</b>                   | <b>1,892,309</b>                   | <b>1,872,569</b>                   |
| Project funding <sup>1</sup>             | 1,283,426                        | 1,482,164                          | 1,267,921                          | 739,160                            |
| Available for investment                 | -                                | 200,000                            | 400,000                            | 900,000                            |
| Service delivery                         | 222,546                          | 291,744                            | 289,273                            | 284,285                            |
| <b>Total matched expenditure</b>         | <b>1,505,972</b>                 | <b>1,973,908</b>                   | <b>1,957,195</b>                   | <b>1,923,445</b>                   |
| Federal Government levy collection costs | 30,979                           | 31,908                             | 32,866                             | 33,852                             |
| Annual levy cash movement                | 180,246                          | -101,845                           | -97,752                            | -84,728                            |
| <b>Closing balance</b>                   | <b>605,061</b>                   | <b>503,215</b>                     | <b>405,464</b>                     | <b>320,736</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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