

Sweetpotato Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation

SWEETPOTATO
FUND

Proposed investments in 2025/26

The proposed R&D investment in the Sweetpotato Fund in 2025/26 can be found below. Each year, sweetpotato industry representatives meet to discuss investment needs, opportunities, and recommendations in line with the Sweetpotato Strategic Investment Plan (SIP). At these meetings, the participants 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.

Sweetpotato industry representatives met in November 2024 and March 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. No marketing investments were prioritised in 2025/26 due to investments still being developed with industry. The R&D 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 Sweetpotato Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Sweetpotato R&D advisory panel investment recommendation in 2025/26

| Priority | Investment | Outcome | Strategy |
|----------|---|-----------------------------|-------------------------------|
| 1 | Sweetpotato industry communications and extension program | 3. Extension and capability | 3.1. Extension and capability |

Current contracted R&D and marketing projects

Current contracted projects in the Sweetpotato Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the sweetpotato 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 sweetpotato 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 response coordination (pesticides) | 1,747 | - | - | - |
| MT21004 | Consumer behavioural data program | 23,361 | 16,819 | 20,255 | - |
| MT21006 | Australian Horticulture Statistics Handbook | 7,583 | - | - | - |
| MT21015 | Horticulture Impact Assessment Program 2020/21 to 2022/23 | 1,390 | - | - | - |
| MT22005 | Horticulture trade data | 854 | - | - | - |
| MT22012 | Industry preparedness for exotic root knot nematode (<i>Meloidogyne enterolobii</i>) | 9,000 | 10,500 | - | - |
| MT23201 | Consumer usage and attitude tracking FY23/24 | 2,491 | - | - | - |
| MT24005 | Horticulture Impact Assessment Program 2023/24 to 2025/26 | 1,490 | 993 | 1,241 | - |
| MT24008 | Regulatory support and response coordination (pesticides) | 2,904 | 1,936 | 1,936 | 2,904 |
| MT24201 | Consumer usage and attitude tracking 2025/26 | 904 | 1,808 | 1,808 | - |
| PW20000 | Improving quality of sweetpotato across the industry supply chain | 94,185 | - | - | - |
| PW21000 | Sweetpotato industry communications program | 48,000 | - | - | - |
| PW21001 | Sweetpotato Emerging Leaders Program | 35,000 | - | - | - |
| PW21002 | Causes and management strategies for skin loss in sweetpotatoes | 125,488 | 188,231 | - | - |
| PW22000 | Pest management for the Australian sweetpotato industry | 260,870 | 187,650 | 168,080 | 26,400 |
| PW23000 | Access to new sweetpotato varieties | 83,964 | 41,982 | 41,982 | 41,982 |
| PW23910 | Industry and grower consultation including SIAPs and EAPs | 167 | - | - | - |
| Total | | 699,398 | 449,918 | 235,302 | 71,285 |



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

| Project code | Project title | 2024/25 Actual \$ | 2025/26 Forecast \$ |
|--------------|---|-------------------------|---------------------------|
| PW22500 | Sweetpotato marketing maintenance (Expenses only) | 1,272 | 4,846 |
| PW23910 | Industry and grower consultation including SIAPs and EAPs | 111 | - |
| PW24501 | Sweetpotato Quality and Education Program FY25 | 12,205 | - |
| PW21500 | Sweetpotato storage and distribution | - | 3,726 |
| Total | | 13,588 | 8,572 |

Financial statements

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

Table 4. Sweetpotato 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 | 916,384 | 1,050,441 | 883,874 | 872,650 |
| Levies from growers | 521,862 | 420,000 | 420,000 | 420,000 |
| Commonwealth funds | 415,582 | 604,570 | 448,490 | 369,063 |
| Other income | 39,319 | 29,889 | 29,510 | 15,942 |
| Total income | 976,764 | 1,054,459 | 898,000 | 805,005 |
| Project funding ¹ | 699,398 | 617,491 | 354,808 | 221,133 |
| Available for investment | - | 400,000 | 400,000 | 400,000 |
| Service delivery | 131,767 | 191,649 | 142,171 | 116,993 |
| Total matched expenditure | 831,165 | 1,209,140 | 896,980 | 738,126 |
| Federal Government levy collection costs | 11,541 | 11,887 | 12,244 | 12,611 |
| Annual levy cash movement | 134,058 | -166,568 | -11,224 | 54,268 |
| Closing balance | 1,050,441 | 883,874 | 872,650 | 926,918 |

Note:

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

Table 5. Sweetpotato 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 | 2,643,536 | 2,981,237 | 2,090,547 | 1,213,602 |
| Levies from growers | 270,507 | - | - | - |
| Other income | 107,602 | 50,000 | 52,264 | 30,340 |
| Total income | 378,109 | 50,000 | 52,264 | 30,340 |
| Project funding ¹ | 13,588 | 18,572 | 10,000 | 10,000 |
| Available for investment | - | 750,000 | 750,000 | 750,000 |
| Service delivery | 3,025 | 171,117 | 169,209 | 169,209 |
| Total expenditure | 16,613 | 939,689 | 929,209 | 929,209 |
| Federal Government levy collection costs | 3,025 | 171,117 | 169,209 | 169,209 |
| Annual levy cash movement | 337,701 | -890,689 | -876,945 | 18,114 |
| Closing balance | 2,981,237 | 2,090,547 | 1,213,602 | 1,231,716 |

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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