

Passionfruit Levy Fund Update

Jane Richter

How does the levy work?

The Passionfruit Levy was first introduced 1 May 1999 and means that all fresh passionfruit that are produced in Australia and sold by a producer or that are exported attract a mandatory levy. The Passionfruit Levy is currently set as:

Passionfruit	Marketing	R&D	TOTAL
Packed in Cartons	20 cents per carton	20 cents per carton	40 cents per carton
Not Packed in Cartons	20 cents per 8kg	20 cents per 8kg	40 cents per 8kg
Processing	1.5 cents per kg	1.5 cents per kg	3 cents per kg

When you receive a Grower Return from your market agent or processor, you will see the Levy component has been deducted and it is their responsibility to pass this money onto the Levy.

In Australia, the Australian Government supports the horticulture sector by matching industry levy investments in research and development (R&D). When growers pay a mandatory levy (such as for passionfruit), these funds are pooled and managed by Hort Innovation to deliver R&D projects that benefit the whole industry.

For every dollar spent on eligible R&D projects using levy funds, the Australian Government matches it dollar-for-dollar. This effectively doubles the investment, increasing the impact of the work done to improve productivity, sustainability, and profitability across horticulture industries.

Marketing activities, however, are not matched and are funded solely by the industry levy.

A new legislative framework for the Australian agricultural levies system comes into effect in 2025, with the changes applying to Passionfruit from 1 July 2025. This reform consolidates over 50 pieces of legislation into five streamlined Acts, aiming to simplify the levy system and clarify obligations for all participants. Despite the structural overhaul, the levy rates, recipient body (e.g., Hort Innovation) and permitted uses of levy funds, such as research and development, marketing, biosecurity, and residue testing all remain the same.

Find out more at www.agriculture.gov.au/agriculture-land/farm-food-drought/levies/rates/passionfruit



Who decides what the levy gets spent on?

Hort Innovation's 2022–2026 Strategic Investment Plan (SIP) for passionfruit was developed through extensive consultation with growers and stakeholders, including Passionfruit Australia. It continues to guide how levy funds are invested to support industry growth and priorities until 2026 when the new investment planning is implemented.

The SIP focuses on four key outcome areas:

Supply, productivity & sustainability | Demand creation | Extension & capability | Business insights

Download the full plan at: horticulture.com.au/growers/passionfruit-fund

What is the Hort Innovation SHIFt program?

Hort Innovation is consulting on how the compulsory levy is invested, aiming to create a more impactful, streamlined system to guide decisions beyond 2026. The current Strategic Investment Plans (SIPs), which have driven levy spending across 37 industry funds, expire in June 2026. Recognising the system's limitations—such as duplicated goals, static strategies, and a lack of coordination across industries—Hort Innovation has embarked on the Strategic Horticulture Investment Framework (SHIFt) program to consult with industry on the next generation of investment planning.

SHIFt will be delivered in three stages:

1. **Investment Framework** – Redesigning how planning is structured, governed, and reviewed
2. **Investment Content** – Setting future-facing goals and priorities
3. **User Needs & Tools** – Making plans simpler, digital-first, and more accessible to all growers

Hort Innovation wants greater grower input and is encouraging growers to share their feedback. Key goals include more responsive planning, better value-for-money, cross-industry collaboration, and clearer impact reporting. Importantly, this new system will not just replace Strategic Investment Plans—it aims to future-proof levy investment to meet real-world challenges and deliver better returns to growers like you.

How much levy is collected for Passionfruit each year?

This table has been compiled from the Passionfruit Fund Annual Investment Plan and you can see the full report at bit.ly/PAI-AIP-24-25.

Passionfruit Levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)

	2023/24 Actual		2024/25 Forecast		2025/26 Forecast		2026/27 Forecast	
	R&D	Marketing	R&D	Marketing	R&D	Marketing	R&D	Marketing
Opening Balance	177,377	55,082	207,837	183,247	196,860	148,733	187,169	116,078
Grower Levies	125,712	125,673	113,000	113,000	113,000	115,000	115,000	115,000
Government Funds	101,102	—	123,477	—	122,241	—	97,111	—
Other Income	7,776	4,548	2,000	500	2,100	525	2,205	551
Total Income	234,590	130,221	238,477	113,500	237,341	115,525	214,316	115,551
Project Funding ¹	169,853	0	150,183	0	143,078	0	100,302	0
Available for Investment	0	0	55,000	115,000	60,000	115,000	60,000	115,000
Grower Consultation & Advice	400	100	5,000	1,495	5,000	1,495	5,000	1,495
Service Delivery	31,945	24	36,772	28,219	36,403	28,219	28,920	28,219
Total Matched Expenditure	202,198	124	246,955	144,714	244,481	144,714	194,222	144,714
Closing Balance	207,837	183,247	196,860	148,733	187,169	116,078	204,662	83,277
Government Levy	1,932	1,932	2,500	3,300	2,550	3,465	2,601	3,638
Collection Costs								

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

What projects are currently being funded through the Passionfruit R&D Levy?

Project Name	Project Code	Delivery Partner
Regulatory Support & Response Co-ordination	MT20008	DTS Regulatory Consultants
Consumer behavioural retail data	MT21004	Nielsen IQ
Horticulture Impact Assessment Program 2023/24 to 2025/26	MT24005	ACIL Allen Consulting
Consumer Usage & Attitude tracking 25/26	MT24201	Accenture Australia
Passionfruit industry communications program	PF22001	Passionfruit Australia
Generation of Data - Crop Protection 2022	ST22004	Agreco Australia
National passionfruit breeding and evaluation program 2022-2027	PF22000	The University of Queensland
Consumer usage and attitude tracking 2023/24	MT23201	Accenture Australia
National Bee Pest Surveillance Program: Transition Program	MT21008	Plant Health Australia
Strategic Agrichemical Review Process (SARP) 2023 updates	MT23001	AGK Services

Projects with codes beginning with 'PF' are dedicated solely to the passionfruit industry and are fully funded by the Hort Innovation Passionfruit Fund. Projects with codes starting with 'MT' are multi-industry initiatives, to which the Hort Innovation Passionfruit Fund contributes as one of several funders.

How can you have an input into how your levy money is invested?

Gemma Burger is Hort innovation's Industry Service & Delivery Manager responsible for the management of the Passionfruit Fund activities, and she would welcome your call to discuss any questions you have about levy investments.

IS&D Manager Gemma Burger:

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