

Passionfruit Levy Fund Update

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Australia's Research and Development Corporations (RDCs) have helped drive agricultural innovation since 1989. They allow Australian government and primary producers to co-invest in research and development (R&D) for the benefit of primary production sectors.

In horticulture, for the majority of crops the RDC is Hort Innovation. Hort Innovation is responsible for investing the passionfruit levy into R&D projects to improve the profitability, productivity, competitiveness, and long-term sustainability of the industry. They are also responsible for investing the marketing levy to achieve the industry objectives of value and volume growth.

The passionfruit levy was first introduced 1 May 1999. Passionfruit that are produced in Australia and sold by a producer or that are exported will attract a levy. The passionfruit levy is currently set as below.

When you receive a Grower Return from your market agent, you will see the Levy component has been deducted. The Levies are collected from the agents by a section of the Federal Government and the monies are handed over to Hort Innovation to manage and invest on behalf of the industry.

You can find out more about the current fund balances and how much is being spent each financial year at www.horticulture.com.au/growers/passionfruit-fund

Hort Innovation developed a passionfruit Strategic Investment Plan (SIP) in 2021 to reflect current priorities for the passionfruit industry, involving extensive consultation with passionfruit growers and industry stakeholders, including Passionfruit Australia. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs. The passionfruit SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the passionfruit industry. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The passionfruit SIP identifies four outcome areas that will contribute to the productivity and profitability of the sector.

They are:

- Industry supply, productivity and sustainability
- Demand creation
- Extension and capability
- Business insights.



You can download a full copy of the 2022-2026 SIP from the Hort Innovation website at:

www.horticulture.com.au/growers/passionfruit-fund

The passionfruit Annual Investment Plan (AIP) details how Hort Innovation spends levy funds over 12 months.



You can download a full copy of the latest AIP from the Hort Innovation website at :

www.horticulture.com.au/growers/passionfruit-fund/

Hort Innovation will *continue to report on* fund performance regularly, focusing on outcomes and the impact of investments.

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

Current projects funded through the passionfruit R&D levy are:

Project Name	Project Code	Delivery Partner
Biosecurity plan for the lychee, papaya and passionfruit industries	MT18006	Plant Health Australia
Generation of data for pesticide applications in horticulture crops	ST18001	Peracto
Passionfruit industry minor use program	PF16000	Hort Innovation
Regulatory support and response coordination (pesticides)	MT20007	AKC Consulting
Consumer behavioural data program	MT21004	Nielsen
Horticulture Impact Assessment Program 2020/21 to 2022/23	MT21015	Ag Econ
Consumer usage and attitude tracking 2022/23	MT21202	Fifty-Five Five
Passionfruit industry communications program	PF22001	Passionfruit Australia
Generation of data for pesticide permit applications in horticulture 2022	ST22001 ST22003 ST22004	Agreco, Eurofins Agroscience Services and Kalyx
National passionfruit breeding and evaluation program 2022-2027	PF22000	The University of Queensland

At Hort innovation there is an Industry Service and Delivery Manager responsible for the management of the Passionfruit fund activities.



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