

Hort Innovation Berry Funds 2022/23

Hort
Innovation

BLUEBERRY
FUND

Hort
Innovation

RASPBERRY AND
BLACKBERRY FUND

Hort
Innovation

STRAWBERRY
FUND

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture sector. We work closely with industry to invest the voluntary blueberry and statutory rubus and strawberry levies, together with Australian Government contributions, into key initiatives for growers, through the Blueberry, Raspberry and Blackberry, and Strawberry Funds.

Visit www.horticulture.com.au at any time to access information on new, ongoing and completed projects, and to download resources produced by your levy investments.

From the Berry Fund pages, access your industry's *Annual Investment Plan 2023/24* which includes details on current and proposed investments, as well as key financial information including a five-year forecast.

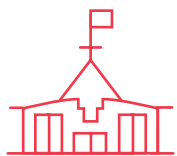


Blueberry



\$359,179

invested in R&D



\$618,750

in voluntary levies collected by industry and passed on to Hort Innovation for investment

Raspberry and blackberry



\$1,240,867

invested in R&D



\$38,169

invested in marketing



\$1,340,104

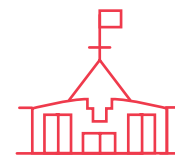
in levies collected by the Government and passed on to Hort Innovation for investment

Strawberry



\$2,241,598

invested in R&D



\$690,886

in levies collected by the Government and passed on to Hort Innovation for investment

Here are some highlights from what was delivered during the year:



A multi-industry berry export program to support the industry's export ambitions through market development work, plus training and education activities for growers – read more at hortinn.com/mt20004.



Continued breeding and evaluation work for improved strawberry varieties, with varieties released to date having strong uptake with growers – see hortinn.com/bs22000.



A multi-industry communication and extension program, delivering the *Australian Berry Journal*, *The Burst* e-newsletter, the www.berries.net.au website, webinars and more.



Delivery of evidence-based information about the health benefits of berries to improve awareness and knowledge in health professionals – see hortinn.com/mt21000.



Support for future rubus industry leaders through investment in a 2024 Nuffield Australia scholarship – see hortinn.com/mt22003.



Investment into managing pest and diseases in the rubus industry through an integrated pest management program (hortinn.com/rb21000) and research into using pheromones and traps to address mirids and vegetable bugs (hortinn.com/rb21001).



Identification of labour-saving technologies that could be deployed in the berry industry through a rubus-focused desktop study – find out more at hortinn.com/rb21003.



Examination of the role flies play in pollinating berry crops through a research program focusing on the Coffs Harbour region in New South Wales – see hortinn.com/mt22007.



Support for the National Bee Pest Surveillance program to help safeguard honey-bee and pollinator-dependent industries in Australia – read more at hortinn.com/mt21008.



The Harvest to Home dashboards for blackberries, raspberries and strawberries, providing regular household purchase data and insight reporting at www.harvesttohome.net.au.



A snapshot of the 2022/23 raspberries and blackberries marketing campaign

Hort Innovation is responsible for investing the rubus marketing levy into a range of activities to drive awareness and consideration. Here is a quick look at what happened during the year...

The 2022/23 marketing program was designed to increase awareness by positioning raspberries and blackberries as a quick and easy solution to add a 'wow' factor to everyday meals. This was achieved by developing a bank of new recipes and images for a paid social media campaign to help inspire consumers. This content was used across Facebook, Instagram and on the Fresh Australian Berries social page. The campaign ran from July 2022 to October 2022.

Insights that drove our thinking

- According to the Kantar Domestic Growth Study 2022, berries have a strong advantage across breakfast as a key meal occasion, along with being quick and easy, healthy and nutritious.
- The study also showed that berries are refreshing, sweet and light, and healthy but can be perceived as expensive, may go off too quickly and may have unreliable quality.

What the campaign looked like in market

Working with photographer Marie Duong from Eats with Marie, a suite of new recipes and imagery assets was developed. This was shared on the Fresh Australian Berries website along with Facebook and Instagram.

What did we achieve?

Paid social media

- Targets:
 - Impressions – 800,000
 - Engagements – 16,000
- Achieved:
 - Impressions – 859,237
 - Engagements – 16,341

