



Olive Fund

Annual Report 2019/20

About Hort Innovation and the Olive 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 olive R&D levy, together with Australian Government contributions, into key initiatives for growers, through the Hort Innovation Olive Fund. We’re extremely proud of the work we do to help drive productivity, profitability and demand for olive growers, and for the horticulture sector at large.

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About the year

An intense and unpredictable year, 2019/20 certainly dealt challenges for the world, for Australian horticulture, and for Hort Innovation. There was ongoing drought, a devastating bushfire season, intense floods, the biosecurity threat of fall armyworm and, of course, the global and ongoing COVID-19 pandemic.

We encourage you to download a copy of the overarching Hort Innovation Annual Report 2019/20 at www.horticulture.com.au/annual-report-portal to better understand Hort Innovation’s responses to these events, and how the company was able to change its plans and priorities to best serve the sector.

Through it all, though, activity in the Hort Innovation Olive Fund remained strong. While some activities inevitably changed under COVID-19, it was still a solid year of investment, with some \$647,000 invested in R&D for the industry. Read on for an overview of what was delivered.

2019/20 Olive Fund snapshot



\$647,000

invested in R&D



21

active R&D investments



\$322,000

in levies collected

by the government and passed on to Hort Innovation
for investment

Did you know?



95%

The majority of olives grown in Australia – 95 per cent – are used in the production of olive oil



\$155M

Australian olives had a farm-gate value of \$155 million in 2018/19



69%

The majority of Australia's olives are grown in Victoria, which is responsible for 69 per cent of production volume, with approximately 10 per cent of olives grown in each of New South Wales, South Australia and Western Australia

These facts and more can be found in the Australian Horticulture Statistics Handbook, which is delivered by Hort Innovation each year. The handbook is packed with horticulture statistical information and analysis for some 75 categories, for use by individual industries and the wider sector. The 2018/19 edition was released in early 2020 and, for the first time, features an interactive dashboard format for desktop users. See www.horticulture.com.au/horticulture-statistics-handbook.



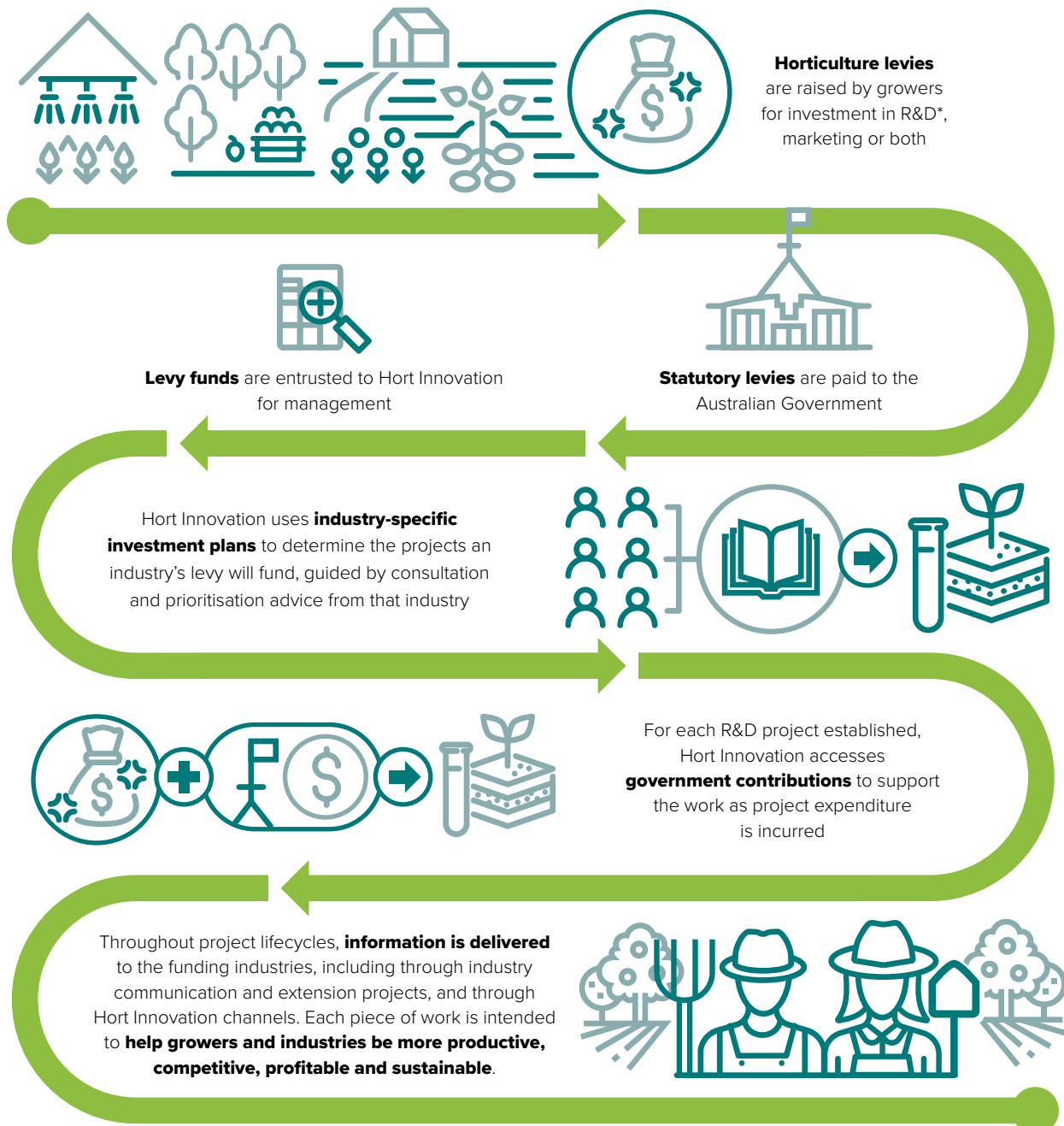
Just some of the things delivered for you during the year:

- ✓ **The industry communications and extension program**, delivering *Grove Innovation* newsletters, editions of *R&D Insights*, best practice workshops and more (see [p8](#))
- ✓ **Educational resources via the Olive Wellness Institute** (olivewellnessinstitute.org), to get evidence-based health information about olive products into the hands of health professionals – and the olive industry
- ✓ **A range of pest and biosecurity investments** to ensure the olive industry is equipped to manage present and future threats (see from [p8](#))
- ✓ **Information and data to assist through COVID-19**, including the new *Hort Innovation Insights* podcast (www.horticulture.com.au/webinars) and regular consumer attitude and behaviour information (www.horticulture.com.au/impact-monitor)*
- ✓ **Preparation support for fall armyworm**, including emergency minor use permits and an educational podcast series, www.bit.ly/armyworm-podcast*
- ✓ **Investments in the Hort Frontiers strategic partnership initiative** to address longer-term and often complex issues and opportunities critical to the future of Australian horticulture – see www.horticulture.com.au/hort-frontiers*
- ✓ **Projects supported by grants** secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit Initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2019/20 for more*

*These initiatives were delivered outside of the Hort Innovation Olive Fund and, in most instances, did not involve the industry levy

Making investments in 2019/20

The below diagram shows how Hort Innovation makes strategic levy investments on behalf of horticulture industries. The olive R&D levy was invested this way during the year, guided by the Olive Strategic Investment Plan and advice from the industry’s investment advisory panel.



To learn more about funding specific to the Hort Innovation Olive Fund, visit www.horticulture.com.au/olive. During the year, other sources of funding were also used to support activities for the benefit of Australian horticulture, including grant funding secured by Hort Innovation, co-investment dollars brokered through our Hort Frontiers initiative and centralised strategic levy reserves.

Investment planning and performance

During 2019/20, Hort Innovation continued to track investment expenditure against the Olive Strategic Investment Plan, while looking towards new developments in 2021. Access an at-a-glance copy of the current investment plan at www.bit.ly/olive-plan.

A performance analysis is coming

The industry's investment plan outlines key goals and outcomes for levy investment. With the plan due for renewal in 2021, Hort Innovation is undertaking a performance analysis to see how the industry has progressed against the current plan's ambitions. This will also help guide ongoing priorities for investment. Look for information to be published at www.horticulture.com.au/olive in 2021.

See how your levy investments align to the industry's current plan

You can see how investment expenditure in the Hort Innovation Olive Fund aligns to the industry's current strategic investment plan with the interactive analysis information available from www.bit.ly/olive-investment. The analysis shows the allocation of funding against each of the olive plan's outcomes, and gives an indication of the projects that are aligned to each outcome.

New ways of obtaining advice and setting priorities

In 2020/21, Hort Innovation will be implementing new ways of obtaining advice and setting priorities for industry investments. Renewed industry investment plans, plus new yearly (or as needed) program plans and new ways of consulting more broadly will mean more efficient investment and better outcomes for industry. Watch this space.



R&D project list 2019/20

NEW INVESTMENTS IN 2019/20

| | |
|---------|--|
| OL19001 | Educating health professionals about Australian olive products |
| MT19005 | Horticulture trade data |
| MT19008 | Strategic Agrichemical Review Process (SARP) updates |

ONGOING INVESTMENTS IN 2019/20

| | |
|---------|--|
| OL15002 | International olive council committee |
| OL16000 | Olive industry minor use program |
| OL17001 | An integrated pest and disease management extension program for the olive industry |
| OL17006 | Extending OliveCare to foster excellence in production of Australian olives |
| OL18000 | Australian olive industry communications and extension program |
| MT17006 | Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) |
| MT17006 | Xylella coordinator |
| MT18011 | Ex-post impact assessment* |
| MT18018 | Generation of data for pesticide permit applications in horticulture crops 2019/20 |
| ST16006 | Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops |
| ST17000 | Generation of data for pesticide applications in horticulture crops 2018 |

* This multi-industry project was a key monitoring and evaluation investment during 2019/20 – we encourage you to find the full details at www.horticulture.com.au/mt18011



INVESTMENTS COMPLETED IN 2019/20

| | |
|---------|--|
| OL16010 | National olive industry conference and trade exhibition |
| OL17002 | Educating health professionals about Australian olive products |
| OL17003 | Australian olive industry sensory training |
| MT16010 | Horticultural trade data 2017-19 |
| MT17005 | Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (<i>Drosophila suzukii</i>) |
| MT17012 | Generation of residue data for permit applications 2017 |
| ST16008 | AgVet collaborative forum |

R&D report

Take a closer look at some of the key investments in the Hort Innovation Olive Fund during 2019/20. You can also visit www.horticulture.com.au/olive at any time to access information on new, ongoing and completed projects, and to download resources produced by levy investments, such as fact sheets and guides.

Educating health professionals about Australian olive products (OL19001)

NEW IN 2019/20

Key research provider: Boundary Bend Olives

Following on from now-completed project ***Educating health professionals about Australian olive products (OL17002)***, this investment is responsible for disseminating evidence-based health information about olive products to an audience of Australian healthcare professionals and other health-interested professionals, such as life coaches and those in the fitness industry and life coaches. The information is also available to students of health-related disciplines, researchers, olive growers and olive processors.

The information is being delivered through an expanded Olive Wellness Institute (developed by Boundary Bend), at olivewellnessinstitute.org. The goal is to equip the target audiences with the knowledge needed to be able to advise patients, clients and the wider public on including healthy olive products in their daily life.

For more information on completed project OL17002, including its final research report, visit www.bit.ly/ol17002.

Australian olive industry sensory training (OL17003)

NOW COMPLETE

Key research provider: NSW Department of Primary Industries

The Australian olive industry, while small on a global scale, produces consistently high-quality extra virgin olive oil (EVOO) and table olives. To maintain this consistent and superior quality in domestic and international markets, rigorous sensory evaluation and ongoing training is conducted to ensure that our domestic product aligns with global standards and accreditations.

This project, which ran in 2019 and early 2020, implemented a range of training programs to inform and strengthen olive

growers' and processors' knowledge on the sensory quality attributes of EVOO and table olives. This was achieved through:

- » Online and face-to-face TasteBook sessions, which brought together sensory panelists, olive oil show judges, growers and producers to assess and evaluate EVOO and table olive samples.
- » Masterclass workshops for consumers, to improve understanding and awareness of the sensory attributes of EVOO and table olives, incorporating a young judges training program.
- » A review of the Australian Olive Oil Sensory Panel to understand performance, and training for new panel entrants.
- » Extension of evidence-based findings to olive growers and industry stakeholders through regular updates in the *Australian & New Zealand Olive Grower & Processor* magazine.

To learn more about the project and view the final report, visit www.bit.ly/ol17003.

National olive industry conference and trade exhibition (OL16010)

NOW COMPLETE

Key research provider: Australian Olive Association

Running from 2017 to 2019, this project facilitated the industry's National Olive Industry Conference & Trade Exhibition. This annual event was an opportunity for growers to come together to learn about the latest industry research, build networks and share information. The trade show component provided the opportunity for the exhibition of trade information and materials.

All conference presentations and materials remain available on the OliveBiz website (www.olivebiz.com.au), including details from the 2019 event at www.bit.ly/2019-olive-conference.

An integrated pest and disease management extension program for the olive industry (OL17001)

Key research provider: Western Sydney University

Beginning in late 2017 and ongoing through 2019/20, this program provides Australian olive growers access to current, practical information and instruction for implementing integrated pest and disease management (IPDM) strategies in the grove. It has a focus on the sustainable management of three major pests and diseases for the industry: black scale, olive lace bug and anthracnose.

The program brings together a national network of experienced IPDM researchers and extension scientists, and industry representatives, and delivers:

- » Face-to-face IPDM workshops and field days across growing areas with information specific to those areas (in 2019/20 the majority of these activities took place before COVID-19, however in mid-2020, a webinar was held in place of a field day)
- » Online tutorials and self-assessments for growers
- » A best practice IPDM manual and fact sheets, plus other hard copy and digital information, including a revised *Pest and Disease Field Guide* for the industry
- » Training for industry consultants and pest scouts.

Australian olive industry communications and extension program (OL18000)

Key research provider: Australian Olive Association

This investment continues to promote world-best practice and the results of R&D in grove management and olive oil production to the Australian olive industry. It is responsible for producing:

- » The *Grove Innovation* monthly e-newsletter, which you can sign up for via the Australian Olive Association website at www.australianolives.com.au
- » R&D lift-outs that are published in the *Australian & New Zealand Olive Grower & Processor* magazine and also available online at www.olivebiz.com.au/rd-insights
- » Updates on the OliveBiz website (www.olivebiz.com.au)
- » Video content for the olive industry
- » Events including best practice workshops and field days, which were replaced by an extensive webinar series as a result of COVID-19
- » Other resources as required.



International olive council committee (OL15002)

Key research provider: Modern Olives

This ongoing investment supports Australian olive industry attendance at biannual International Olive Council chemists' meetings. These meetings involve discussion on the technical analysis, grading and regulation of olive oil, among other things. Participation helps ensure the Australian olive industry is prepared for any changes to international regulations that may affect trade, and mean Australia's accredited laboratories that certify domestic products can continue achieving international accreditations.

Extending OliveCare to foster excellence in production of Australian olives (OL17006)

Key research provider: Australian Olive Association

Running since late 2018, this investment supports olive producer participation relating to the Australian Olive Industry Code of Practice (OliveCare) and has been expanding participation to more retailers, food service distributors and exporters. By extension, the project is helping build and maintain the quality of Australian olive products.

For more on OliveCare, visit the OliveCare section of www.australianolives.com.au.

Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (*Drosophila suzukii*) (MT17005)

NOW COMPLETED

Key research provider: Plant Health Australia

Running from 2018 to 2020, this multi-industry investment improved awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, as well as enhanced Australia's capacity to detect and respond to any incursions of the pest.

Most importantly, this project developed a framework for modelling spotted wing drosophila establishment and movement throughout Australian regions, allowing for a comprehensive preparedness plan to be developed for a swift response in the event of an incursion. The plan includes an extensive list of recommendations for industry, including relating to surveillance, control techniques, engagement and awareness, and diagnostics.

The project also worked to build knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. It produced a range of

materials for growers, including identification information, a fact sheet on spotted wing drosophila hosts, and a webinar detailing preparedness for the pest.

Full details and links to the project's resources – and final research report – can be found at www.bit.ly/mt17005.

Xylella coordinator (MT17006)

Key research provider: Wine Australia

Xylella fastidiosa is an exotic and potentially devastating bacteria that impedes the movement of rising sap in plants. While it hasn't yet appeared in Australia it has proven catastrophic overseas and, were it to enter the country, it could threaten more than 350 commercial, ornamental and native plant species.

This multi-industry and multi-sector investment supports the role and activities of a national coordinator as part of a three year program to improve Australia's readiness for any potential incursion of the disease. This is a joint initiative between Hort Innovation and Wine Australia, through the Plant Biosecurity Research Initiative (PBRI). The PBRI is a collaboration between Australia's seven plant-focused Rural RDCs, Plant Health Australia, the Department of Agriculture and other contributors, to coordinate plant biosecurity RD&E funding and efforts. You can learn more at www.pbri.com.au.



Improving preparedness of the Australian horticultural sector to the threat potentially posed by *Xylella fastidiosa* (a severe biosecurity risk) (MT17006)

Key research provider: The Victorian Department of Jobs, Precincts and Regions

Adding to the PBRI's xylella work, this multi-industry investment will allow Australia to adopt world's best practice methods for detecting and identifying strains of the *Xylella fastidiosa* bacteria, should it come to our shores. As well as developing state-of-the-art diagnostic tools, technologies and protocols to screen plant material entering the country and to support active surveillance programs, it will provide associated training to technical staff in diagnostic laboratories.

The project's work will ultimately allow for quick and effective detection of what is considered to be the number one plant biosecurity threat to Australia and New Zealand, to facilitate a swift and sure response.

Olive industry minor use program (OL16000)

Key research provider: Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the olive industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see [p11](#).

All current minor use permits for the industry are searchable at portal.apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at www.horticulture.com.au/sign-up.

Various data generation investments (MT17012, MT18018, ST16006 and ST17000)

COMPLETED IN 2019/20 (MT17012)

Key research providers: Peracto and Eurofins

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the APVMA which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.



These multi-industry projects continue to generate the data needed to support a range of label registrations and minor use permit applications and renewals across a variety of horticulture crops, including olives. They include **Generation of data for pesticide permit applications in horticulture crops 2019/20 (MT18018)**, **Generation of data for pesticide applications in horticulture crops 2018 (ST17000)** and **Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017 (ST16006)**, with the latter two being supported by grant funding through the Australian Government's Access to Industry Priority Uses of AgVet Chemicals program.

Meanwhile, the project **Generation of residue data for permit applications 2017 (MT17012)** drew to a close in 2019/20, with its work used to support for a new permit for the use of mancozeb for the control of anthracnose in olives. It also provided data to support an existing permit for the use of Pyganic Organic Insecticide for the control of olive lace bugs.

Strategic Agrichemical Review Process (SARP) updates (MT19008)

NEW IN 2019/20

Key research provider: AGK Services

This short investment is facilitating a 2020 Strategic Agrichemical Review Process (SARP) for several horticulture industries, including the olive industry. Providing an updated view of current priorities and gaps regarding pest, disease and weed control, the completed olive SARP report will assist in directing ongoing efforts to ensure the availability of and access to effective chemical controls. This may relate to pursuing chemical registrations with agrichemical companies, or minor use permits.

Minor use permits

The Hort Innovation Olive Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit www.bit.ly/minor-use-olive.

Permits in 2019/20

During the 2019/20 financial year, a successful new permit application for PER88358 and a successful renewal for PER14908 (issued as PER87332) were prepared by Hort Innovation and submitted to the APVMA, facilitated through the **Olive industry minor use program (OL16000)**.

Meanwhile, a successful renewed permit for PER81870 was also issued during 2019/20, with the application submitted through the industry minor use program in the previous financial year.

Separately, fall armyworm – an incredibly destructive exotic pest – was detected on Australian shores for the first time in 2020. To support readiness and protect the horticulture sector, Hort Innovation was involved in securing emergency permits for crop protection chemicals, with all horticulture industries having at least one effective option available to them by the end of 2019/20. For the olive industry, PER89327 was obtained for this reason.

Details for these and all other permits can be found in the following table.



Current permits

Below is a list of minor use permits for the olive industry, current as of 21 September 2020.

| PERMIT ID | DESCRIPTION | DATE ISSUED | EXPIRY DATE | PERMIT HOLDER |
|-----------------------|--|-------------|-------------|---|
| PER14414 | Natrasoap insecticidal soap spray / Olives / Lace bug | 04-Oct-13 | 30-Sep-23 | Australian Olive Association (AOA) C/Hort Innovation |
| PER11360 Version 3 | Copper / Olives / Fungal leaf spot and fruit rot | 24-Mar-09 | 30-Nov-21 | AOA C/Hort Innovation |
| PER13999 Version 6 | Dimethoate / Olives (oil production only) / Olive lace bug, green vegetable bug and Rutherglen bug | 19-Apr-13 | 31-Mar-21 | Hort Innovation |
| PER85411 Version 2 | Paraquat and diquat (spray seed) / Olives / Range of broadleaf and grass weeds (as per label) | 01-Nov-17 | 30-Nov-22 | AOA C/Hort Innovation |
| PER14575 Version 2 | Chlorpyrifos (Lorsban) / Olives / Ants, African black beetle, light brown apple moth | 23-Dec-13 | 31-Mar-22 | Hort Innovation |
| PER14460 Version 2 | Ethephon / Olives / Fruit loosening | 01-Jun-14 | 30-Jun-22 | AOA C/Hort Innovation |
| PER14791 Version 3 | Alpha-cypermethrin / Olives / Curculio beetle, apple weevil and cutworms | 06-May-14 | 30-Nov-21 | AOA C/Hort Innovation |
| PER80718 | Methyl Bromide / Fruit and fruiting vegetables, food producing plants and ornamentals / Fruit fly, silverleaf whiteflies and thrips for biosecurity decontamination (all states) | 12-Apr-15 | 31-Mar-25 | Biosecurity SA |
| PER87332 | Pyraclostrobin + Metiram (Aero) / Olives / Anthracnose | 01-Jul-19 | 31-Jul-24 | Hort Innovation |
| PER13859 | Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly | 09-Feb-15 | 31-Jul-24 | Growcom |
| PER14897 Version 2 | Clothianidin (Samurai) / Olives / Olive lace bug | 04-Mar-15 | 31-Mar-23 | AOA C/Hort Innovation |
| PER80751 | Fluazifop-P (Fusilade Forte) / Olives / Grass weeds (QLD only) | 07-Aug-15 | 31-Jul-20 | GOMVITA |
| PER86677 | Esfenvalerate (Sumi-Alpha Flex Insecticide) / Olives / Olive lace bug | 21-Dec-18 | 31-Dec-23 | Hort Innovation |
| PER81870 Version 2 | Pyrethrins (Pyganic Organic Insecticide) / Olives / Olive lace bug | 17-Dec-16 | 31-Oct-24 | Hort Innovation |
| PER89327 | Spinetoram (Success Neo and Delegate Insecticide) / Olives / Fall armyworm (<i>Spodoptera frugiperda</i>) | 24-Mar-20 | 31-Mar-23 | Hort Innovation |
| PER88358 | Mancozeb / Olives / Anthracnose | 02-Jul-20 | 31-Jul-23 | Hort Innovation |

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

Keep up to date! Find monthly minor use permit updates in our *Growing Innovation* e-newsletter. Sign up for free at www.horticulture.com.au/sign-up.

Financial statement

Financial operating statement 2019/20

| | R&D (\$) | TOTAL (\$) |
|---|------------------------|------------------------|
| | 2019/20 July – June | 2019/20 July – June |
| OPENING BALANCE | (17,684) | (17,684) |
| Levies from growers (net of collection costs) | 322,319 | 322,319 |
| Australian Government money | 394,289 | 394,289 |
| Other income* | 906 | 906 |
| TOTAL INCOME | 717,514 | 717,514 |
| Project funding | 647,971 | 647,971 |
| Consultation with and advice from growers | 8,016 | 8,016 |
| Service delivery – base | 30,424 | 30,424 |
| Service delivery – shared | 52,167 | 52,167 |
| Service delivery – fund specific | 50,000 | 50,000 |
| TOTAL EXPENDITURE | 788,577 | 788,577 |
| Levy contribution to across-industry activity | – | – |
| CLOSING BALANCE | (88,747) | (88,747) |
| Levy collection costs | 24,230 | 24,230 |

* Interest, royalties



THE GOOD MOOD FOOD

BONUS ACTIVITY: THE GOOD MOOD FOOD

In 2019/20, Hort Innovation created The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, vegetables and nuts.

With the central message that these Aussie horticulture products are natural mood boosters, the campaign was developed to support the sector through the impacts of recent challenges including bushfires, drought, floods and of course COVID-19 – the effects of which continue to be felt in consumer spending and purchasing behaviour.

Initially running between May and November 2020, The Good Mood Food has been seen across the country on TV; in newspapers; on radio and music streaming services; online (including on YouTube and TV catch-up services); on social media; and via retail partnerships and advertising screens near supermarkets.

In July, 56 per cent of surveyed consumers said The Good Mood Food had positively influenced their shopping habits, and by the end of campaign's run, 98 per cent of all Australians were expected to be reached.

Learn more at www.horticulture.com.au/the-good-mood-food.

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