

What happened in the Olive Fund last year?

Annual Report 2020/21



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 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.

Throughout another challenging year for the horticulture sector, activity in the Olive Fund remained strong. Read on for an overview of what was delivered.

We also encourage you to download a copy of the overarching Hort Innovation Annual Report 2020/21 at www.horticulture.com.au/annual-report-portal to better understand how Hort Innovation worked for the benefit of the horticulture sector during the year.

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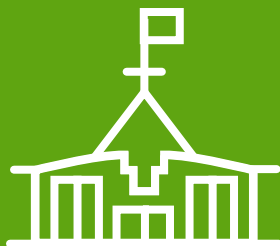
\$392,322

invested in R&D



12

active R&D investments



\$130,809

in levies collected

by the Government and passed on to
Hort Innovation for investment



50,000t

Olive production is extremely variable with 125,000 tonnes produced in 2018/19 down to 50,000 tonnes in 2019/20



99%

The majority of olives grown in Australia – 99 per cent – are used in the production of olive oil



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 2019/20 edition was released in early 2021 and 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



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



Preparation support for pest incursions such as fall armyworm and serpentine leafminer, including emergency minor use permits and longer-term investments to bolster the horticulture sector's response



A range of pest and biosecurity investments to ensure the olive industry is equipped to manage present and future threats



frontiers

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*

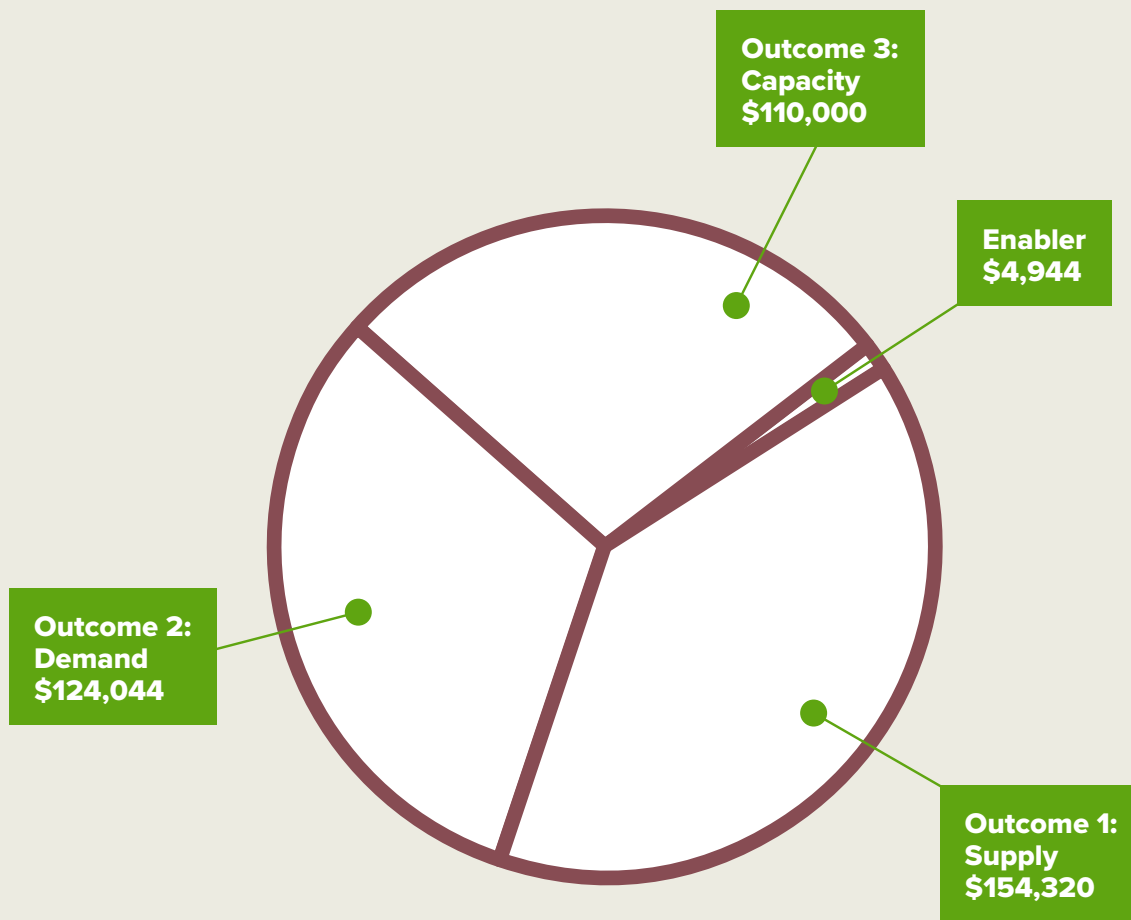


Projects supported by grants secured by Hort Innovation, ranging from cross-sector Rural R&D for Profit initiatives to horticulture-specific work to aid in access to crop protection products – see the Hort Innovation Annual Report 2020/21 for more*

You can 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.

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

Here's what your fund invested in over the year



Investments that are specific to the Hort Innovation Olive Fund are guided by the olive Strategic Investment Plan (SIP). The SIP features priority outcome areas that have been identified and agreed upon by the industry, and Hort Innovation works to invest in R&D initiatives that are aligned to these.

In the above chart, you can see the most up-to-date information on how project expenditure in the Olive Fund was aligned to the SIP outcomes during 2020/21.

Expenditure on projects classified as 'enabler' support the broader delivery of the industry's strategic investment plan, such as impact assessments.

Which projects were in each of the SIP outcome areas?

Outcome 1: Supply

Improved on-farm productivity, sustainability and product quality

Project title and code	2020/21 investment	Status	More information
Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk) (MT17006)	\$20,408	Ongoing	hortinn.com/mt17006
Generation of data for pesticide applications in horticulture crops 2019/20 (MT18018)	\$35,018	Ongoing	hortinn.com/mt18018
Strategic Agrichemical Review Process (SARP) – Updates (MT19008)	\$1,100	Completed	hortinn.com/mt19008
International Olive Council Committee (OL15002)	\$5,400	Completed	hortinn.com/ol15002
Olive industry minor use program (OL16000)	\$1,275	Ongoing	hortinn.com/ol16000
An integrated pest and disease management extension program for the olive industry (OL17001)	\$43,119	Completed	hortinn.com/ol17001
Extending OliveCare to foster excellence in production of Australian olives (OL17006)	\$48,000	Ongoing	hortinn.com/ol17006

Outcome 2: Demand

Increased demand for Australian olive products within Australia and in key overseas markets

Project title and code	2020/21 investment	Status	More information
Horticulture trade data (MT19005)	\$3,937	Ongoing	hortinn.com/mt19005
Educating health professionals about Australian olive products (OL19001)	\$120,107	Ongoing	hortinn.com/ol19001

Outcome 3: Capacity

Greater skills, capacity and knowledge in the industry

Project title and code	2020/21 investment	Status	More information
Australian olive industry communications and extension program (OL18000)	\$ 110,000	Ongoing	hortinn.com/mt19005

Financial operating statement

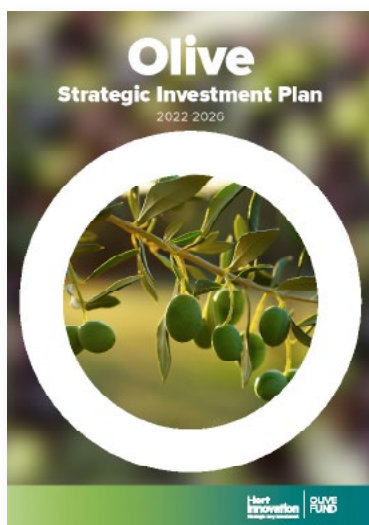
Olive Fund Financial operating statement 2020/21

	R&D (\$)	Total (\$)
	2020/21 July – June	2020/21 July – June
OPENING BALANCE	(88,747)	(88,747)
Levies from growers (net of collection costs)	130,809	130,809
Australian Government money	232,324	232,324
Other income*	(647)	(647)
TOTAL INCOME	362,486	362,486
Project funding	392,322	392,322
Consultation with and advice from growers	987	987
Service delivery	71,338	71,338
TOTAL EXPENDITURE	464,647	464,647
Levy contribution to across-industry activity	–	–
CLOSING BALANCE	(190,908)	(190,908)
Levy collection costs	21,544	21,544

*Interest, royalties

Making sure that levy investment decisions align with industry priorities

What will be the Olive Fund's focus over the next five years?



The olive Strategic Investment Plan (SIP) was created in 2021 to reflect current industry priorities for the olive industry. This involved extensive consultation with olive growers and industry stakeholders. The SIP is the roadmap that helps guide Hort Innovation's oversight and management of individual levy industry investment programs.

The olive SIP lays the foundation for decision making in levy investments and represents the balanced interest of the particular industry from which the levy is collected. The most important function of the SIP is to make sure that levy investment decisions align with industry priorities.

The olive SIP identifies four outcome areas that will contribute to the productivity and profitability of the olive sector. They are:

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

What projects will the fund be investing in next year?

The olive Annual Investment Plan (AIP) 2021/22 will detail how levy funds will be spent over the 12-month period. Investment decisions will be guided by the industry SIP and prioritised based on potential industry impact, as well as availability of levy funds.

The AIP was developed by Hort Innovation, informed by the SIP and industry consultation, and then discussed with the industry SIAP for feedback and prioritisation. All investments will need to link to the industry's SIP by addressing a minimum of one KPI against a strategy under one of the four outcomes.

Annual Investment Plans will be published each year over the lifespan of the SIP and industry stakeholders will be advised via established communication channels.

Hort Innovation will continue to report on fund performance regularly, with more focus on reporting on outcomes and the impact of investments.



When available, you can visit www.horticulture.com.au/olive-fund-management to view both documents and get a full picture of how your levy will be invested over the next five years.

Australian olive growers back code of conduct, making their products synonymous with quality and authenticity

Quality Australian olive products are among the best in the world, and this program makes it official. This investment encourages producers to sign up to OliveCare, which fosters a culture of compliance, fair trading, food safety, quality, and authenticity.

The challenge

Developed in 2018, The Australian Olive Oil Code of Practice (OliveCare) underpins and enhances the high quality of all Australian olive products and associated production processes. Adherence to OliveCare will lead to improved olive quality, reputation, and demand.

Meet Leandro

Leandro Ravetti is Chief Olive Oil Maker at Cobram Estate and Red Island – Australia's largest Australian Extra Virgin Olive Oil (EVOO) brands. Since OliveCare's

inception, he's insisted these iconic brands are signatories to the program, and for good reason.

"It's a great way to protect the image of quality and authenticity amongst Australian Extra Virgin Olive oils," says Leandro.

"EVOO is considered one of, if not the most, adulterated and mislabelled food in the world. Having an independent certification program that provides consumers with the certainty that they're getting exactly what they're paying for is incredibly important."

Leandro believes OliveCare is a win-win, benefiting both producers and consumers. "We have seen a gradual improvement of EVOO quality on the supermarket shelves, and consumer experience with certified Australian EVOOs has also improved."

In addition, this program provides olive producers with education and training via newsletters and workshops, ensuring the high-quality standards of OliveCare products are fully understood and complied with. "It's always important to be kept informed on important aspects of our industry," says Leandro. "This information is particularly relevant for small and medium producers that don't normally have access to a wider network of industry reports and information."



Leandro Ravetti, Chief Olive Oil Maker, Cobram Estate and Red Island

Continued



The approach

OliveCare is the Australian Olive Industry's Code of Practice. With huge take-up by serious growers The Code encompasses good grove management processes for high quality olive oils, flavoured oils, table olives and other olive products. Through various measures it instils a compliance culture within the industry in relation to the Trade Practices Act and relevant fair trading and food safety legislation.

Signatories to OliveCare are able to proudly display the well-known triangle and other certified trademarks on their packaging, improving sales off the back of quality assurance.

OliveCare certified brands are also listed by state of origin on the 'Everyday Australian Extra Virgin' consumer facing website and signatories receive a monthly newsletter, *OliveCare News*, packed with useful information and tips on everything from grove management to marketing.

Most recently, the team compiled the EVOO table oil and food safety best practice presentations, which will be shared with the industry when COVID-19 restrictions permit.

They also continued the production of various video resources and the modularisation of updated program resources, and conducted an OliveCare compliance audit.

The impact

Thanks to the success of this program more than 90 per cent of all Australian olive oil products are now covered by OliveCare. As a result, investors and domestic and overseas consumers can be certain that olive products featuring the OliveCare trademark are authentic and of high quality and manufactured in an environmentally responsible way. This level of buy-in from the industry has greatly bolstered the Australian olives brand, increased consumer confidence, resulting in improved sales.

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“EVOO is considered one of, if not the most, adulterated and mislabelled food in the world. Having an independent certification program that provides consumers with the certainty that they're getting exactly what they're paying for is incredibly important.”

**Leandro Ravetti, Chief Olive Oil Maker,
Cobram Estate and Red Island**

For more information, visit hortinn.com/ol17006

Project details

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

Key research provider: Australian Olive Association

Start date: October 2018

End date: August 2021

Estimated value: \$211,850

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 hortinn.com/olive-minor-use.

Permits in 2020/21

During the 2020/21 financial year, a successful new permit application for PER89943, and a successful renewal for PER13999 were prepared by Hort Innovation and submitted to the APVMA, facilitated through the *Olive industry minor use program* (OL16000).

A successful new permit application for PER89167 was also approved in 2020/21, with the application submitted in the previous financial year.

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 24 August 2021.

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 8	Dimethoate / Olives (oil production only) / Olive lace bug, green vegetable bug and rutherghlen bug	19-Apr-13	31-Jul-26	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

Continued

Minor use permits

Current permits (continued)

Permit ID	Description	Date issued	Expiry date	Permit holder
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 and Metiram (Aero) / Olives / Anthracnose	01-Jul-19	31-Jul-24	Hort Innovation
PER13859	Dimethoate / Orchard cleanup – 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
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
PER89943	Trivora Insecticide (acetamiprid and pyriproxyfen) / Custard apples, lychee, papaya, passionfruit, persimmons and olives / Various pests including; Fruit spotting bugs, olive lace bug, fruit fly suppression, mealybugs, scale insects, plant hoppers, leafhoppers and light brown apple moth	29-Jan-21	31-Jan-24	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.

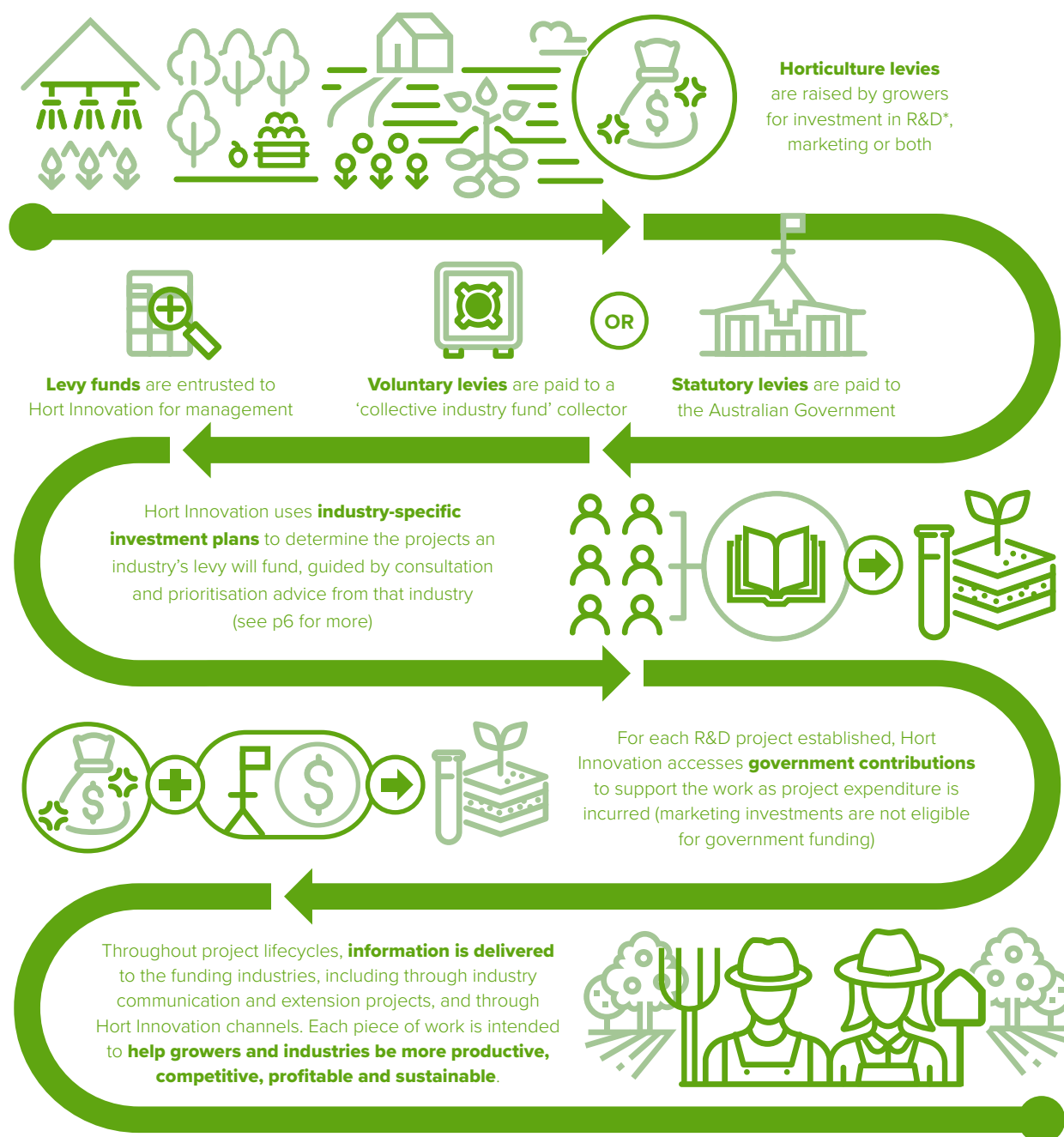
Keep up to date!

Find monthly minor use permit updates in our *Growing Innovation* e-newsletter.

Sign up for free at www.horticulture.com.au/sign-up.

How strategic levy investments are made in the Olive Fund

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 2017-2021 and advice from the industry's investment advisory panel.



* Encapsulating extension and international trade

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 reserve.



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