



Cherry Export Workshop
Cherry Levy Update

Tom Eastlake – Cherry Growers Australia



Levy Statistics

30/06/2018				
State	Levy Code	Description	Unit	Quantity
NSW/ACT	LMU07901	Cherry - Domestic	Kilograms	2,556,922
NSW/ACT	LMU07902	Cherry - Export	Kilograms	428,406
VIC	LMU07901	Cherry - Domestic	Kilograms	4,439,734
VIC	LMU07902	Cherry - Export	Kilograms	551,139
QLD	LMU07901	Cherry - Domestic	Kilograms	642,900
QLD	LMU07902	Cherry - Export	Kilograms	-
SA	LMU07901	Cherry - Domestic	Kilograms	685,125
SA	LMU07902	Cherry - Export	Kilograms	-
WA	LMU07901	Cherry - Domestic	Kilograms	494,136
WA	LMU07902	Cherry - Export	Kilograms	-
TAS	LMU07901	Cherry - Domestic	Kilograms	1,536,247
TAS	LMU07902	Cherry - Export	Kilograms	2,103,026
TAS	LMU07901	Cherry - Domestic	Kilograms	-
NT	LMU07902	Cherry - Export	Kilograms	-
			TOTAL	13,437,635



Levy Proposal

- Option 1 – 71.1% in favour
- Option 2 – 28.9% in favour



Levy Proposal – Option 1

- 5.70 (Cents /Kilogram) for Research & Development that is matched \$ for \$ by the Australian Government;
- 0.30 (Cent /Kilogram) for Plant Health Australia Levy, that is not matched by the Australian Government;
- 1.00 (Cent /Kilogram) for Marketing & Promotional activities, that is not matched by the Australian Government;
- 0.00 (Cent /Kilogram) for the Emergency Plant Pest Response Deed levy that will be matched or otherwise as agreed to under regulations and agreements from the EPPRD;



Levy Proposal – After Emergency Pest Responses

- 5.00 (Cents /Kilogram) for Research & Development that is matched \$ for \$ by the Australian Government;
- 0.30 (Cent /Kilogram) for Plant Health Australia Levy, that is not matched by the Australian Government;
- 1.00 (Cent /Kilogram) for Marketing & Promotional activities, that is not matched by the Australian Government;
- 0.70 (Cent /Kilogram) for the Emergency Plant Pest Response Deed levy that will be matched or otherwise as agreed to under regulations and agreements from the EPPRD;

Projected funds raised through current and proposed levy amounts – before EPPRD Levy

Cherry levy by tonnes per financial year	Research and Development amounts raised	Matched by Australian Government	Total	Marketing and Promotions amounts raised	Total
OPTION 1	NEW PROPOSAL			NEW PROPOSAL	
10,000	5.7c/kg - 600,000	570,000	1,140,000	1c/kg – 100,000	\$ 1,240,000
12,500	5.7c/kg - 712,500	712,500	1,425,000	1c/kg - 125,000	\$ 1,550,000
15,000	5.7c/kg - 855,000	855,000	1,710,000	1c/kg – 150,000	\$ 1,860,000
20,000	5.7c/kg - 1,140,000	1,140,000	2,280,000	1c/kg – 200,000	\$ 2,480,000
	This would all be administered by HIAL and their processes with industry input and advice on Pool 1 and Pool 2 strategic projects and the Australian Cherry Industry Strategic Plan			This would all be administered by HIAL and their processes and the Australian Cherry Industry Strategic Plan	Industry input and advice on Pool 1 and Pool 2 strategic projects the Australian Cherry Industry Strategic Plan

Projected funds raised through current and proposed levy amounts – after EPPRD Levy

Cherry levy by tonnes per financial year	Research and Development amounts raised	Matched by Australian Government	Total	Marketing and Promotions amounts raised	Total
OPTION 1	NEW PROPOSAL			NEW PROPOSAL	
10,000	5c/kg - 500,000	500,000	1,000,000	1c/kg – 100,000	\$ 1,100,000
12,500	5c/kg - 625,000	625,000	1,250,000	1c/kg - 125,000	\$ 1,375,000
15,000	5c/kg - 750,000	750,000	1,500,000	1c/kg – 150,000	\$ 1,650,000
20,000	5c/kg - 1,000,000	1,000,000	2,000,000	1c/kg – 200,000	\$ 2,200,000
	This would all be administered by HIAL and their processes with industry input and advice on Pool 1 and Pool 2 strategic projects and the Australian Cherry Industry Strategic Plan			This would all be administered by HIAL and their processes and the Australian Cherry Industry Strategic Plan	Industry input and advice on Pool 1 and Pool 2 strategic projects the Australian Cherry Industry Strategic Plan