



**Cherry Export Workshop**  
**Cherry Levy Update**

Tom Eastlake – Cherry Growers Australia



# Levy Statistics

17 June 2019			
State	Description	Unit	Quantity
NSW	Cherry - Domestic	Kilograms	2,536,308
NSW	Cherry - Export	Kilograms	790,399
QLD	Cherry - Domestic	Kilograms	615,105
SA	Cherry - Domestic	Kilograms	878,556
SA	Cherry - Export	Kilograms	35,554
TAS	Cherry - Domestic	Kilograms	1,410,406
TAS	Cherry - Export	Kilograms	2,091,587
VIC	Cherry - Domestic	Kilograms	5,420,447
VIC	Cherry - Export	Kilograms	1,143,157
WA	Cherry - Domestic	Kilograms	420,177
		TOTAL	15,341,696



**CHERRIES**  
Exports by State

Volume KG

Country	Volume Tonnes (season to date)			Value \$ Million AUD (season to date)			Average price per KG		
	Mar to Feb-18	Mar to Feb-19	Change to 18	Mar to Feb-18	Mar to Feb-19	Change to 18	Mar to Feb-18	Mar to Feb-19	Mar to Feb-19
TOTAL CHERRIES	4,060	5,024	24%	61.83	79.30	28%	15.23	15.78	15.78
Tasmania	2,124	1,898	-11%	35.40	35.80	1%	16.67	18.86	18.86
Victoria	1,226	1,986	62%	18.37	30.73	67%	14.98	15.47	15.47
New South Wales	600	1,022	70%	6.73	11.58	72%	11.22	11.34	11.34
South Australia	96	102	2%	1.14	0.99	1%	11.87	9.75	9.75
Other	13	17	0%	0.19	0.21	0%			
<b>TOTAL Cherries</b>	<b>4,060</b>	<b>5,024</b>	<b>23.8%</b>	<b>61.83</b>	<b>79.30</b>	<b>28.3%</b>	<b>15.23</b>	<b>15.78</b>	<b>15.78</b>

source : ABS data via IHS Global Trade Atlas, Fresh Intelligence analysis



17 June 2019				
State	Description	Unit	Levy Data	GTA Data
NSW	Cherry - Export	Tonnes	790	1022
SA	Cherry - Export	Tonnes	35	102
TAS	Cherry - Export	Tonnes	2,091	1898
VIC	Cherry - Export	Tonnes	1,143	1986
UNKNOWN				17
		TOTAL	4,059	5,025
		Difference	-	966
		Variance		123.80%



**Levy Proposal – with Federal Agriculture Minister for approval**

- 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 – 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
<b>OPTION 1</b>	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



### **Current R&D Levy Projects**

- Cherry Communications project (Concludes June 19)
- Cherry Export Project (Concludes June 19)
- Methyl Bromide fumigation for Qfly
- Brown Sugar Flootation for Qfly
- Masterclass in Horticultural Business

### **Cross Industry Projects – Cherry R&D**

- SITPlus
- Preparedness for Spotted Wing Drosophila
- Xylella Coordinator
- Hort Statistics Handbook
- Minor Use Permits
- Generation of residue, efficacy and crop safety data for pesticide use
- Regulatory support for pesticides