

Australian Cherry Levy Review

Levy Vote Results

Dear Levy Payers,

Thank you for your involvement in the review of the Cherry Industry Levy over the last 2 years.

Your involvement at levy discussion events and workshops has allowed industry to develop a proposal that reflects the desires of industry and allowed for a fair and diplomatic agreement to be reached on the direction of the Australian cherry levy into the future.

The two options presented to industry for the levy change were as follows:

Option 1

This was a new levy structure to be approved of:

- 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;

Option 2

Maintain the current levy split of 7Cents/Kilogram with minor adjustments on Research and Development and Plant Health Levy.

- Research and Development Levy at 3.80 (Cents /Kilogram) that is matched \$ for \$ by the Australian Government;
- Marketing and Promotions Levy of 3 (Cents /Kilogram) that is not matched by the Australian Government;
- Plant Health Australia levy set at 0.20 (Cents /Kilogram) that is not matched by the Australian Government;
- Emergency Plant Pest Response Levy set at 0.00 that will be matched or otherwise as agreed to under regulations and agreements from the EPPRD; (Cents /Kilogram).

From the returned votes:

- **Option 1: 49 votes counted in favor – 71%**
- **Option 2: 20 votes counted in favor to keep the levy the same – 28.9%**

The majority of votes received have supported a new structure of a 5.7c R&D levy and a reduction to the marketing levy to 1c. Overall levy remains at 7c/kg.

Thank you to all of you for being engaged in this process over the last few years. The levy review is now being submitted to the Federal Agriculture Minister for review and approval. Further advice as to when the levy will be implemented will follow after direction from the Minister for Agriculture.

If you wish to provide any comment on the levy review, the results listed above or any other matter, please feel free to contact me at president@cherrygrowers.org.au or on 0438 059 464.

Alternatively, you can contact the Cherry Growers Australia office at office@cherrygrowers.org.au

Regards,

Tom Eastlake

President

Cherry Growers Australia