

ISSUE 5 - MAY 2020

Marketing & social media report

During the current pandemic, consumers have been showing an increasing interest in home cooking as well as their health. The Papaya Australia marketing activity seeks to be a supportive, positive influence for all home cooks and provide general meal ideas through social media channels.

Social Media

The Papaya Australia social media activity continues to attract and engage consumers and Australian papaya advocates. Below are the results from July 2019 to March 2020:

PLATFORM	MEASUREMENT	KPI TO MARCH 2020	ACHIEVED TO DATE
FACEBOOK	Facebook impressions	2,400,000	1,852,818
	Engagements	180,000	121,992
	Engagement rate	>6%	12%
INSTAGRAM	Instagram impressions	420,000	451,796
	Engagements	84,000	63,222
	Engagement rate	>15%	21%

* Impressions - the number of times your content is shown in a social media feed

FACEBOOK: Top

performing post for January to March

Grower posts have been performing well on Facebook. This post on 2 March reached over 21,000 people, with a 15% engagement rate.



INSTAGRAM: Top performing post for January to March

Recipe inspiration has been a top performer on Instagram. This post on 12 March reached 4,800 people and received a 17% engagement rate.



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Public Relations Campaign

To support the Autumn flush, the marketing team distributed a media release titled 'Boost immunity this autumn with healthy fresh papaya' to key media contacts. From this, they have secured an article on *Fruitnet*. a health tip in the 18 May edition of Women's Day, and recipes in the spring issue of Nourish Magazine.

The marketing team are proactively seeking online and print media coverage, which includes the follow standalone clippings:

- February 2020, Over Sixty shared the papaya parfait recipe, linking to the Papaya Australia website.
- March 2020, Australian Women's Weekly Food, published imagery, a ripening message and a link to the Papaya Australia website for their food bites section.



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This magazine is funded by Hort Innovation using the papaya R&D levy and contributions from the Australian Government.

Hort Innovation is the growerowned, not-for-profit research and development corporation for Australian horticulture.

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See your levy at work!

Get an update on all new, current and recently completed levy funded activity on the Hort Innovation Papaya Fund page at *www.horticulture.com.au/papaya*.

You can access easy-to-read project updates, a snapshot of the Papaya Fund, research reports and resources, key industry contacts and more. Don't miss the Hort Innovation 'Growers' section to keep informed on your levy investments, upcoming events, scholarship opportunities and other handy info!

Stay in the loop with your levy by becoming a member of Hort Innovation, the grower-owned, not-for-profit research and development corporation for Australian horticulture. Paying a levy doesn't automatically make you a member but signing up is free at **www.horticulture.com.au/membership**.

From the Chair

GERARD KATH

y thoughts are with those who have been impacted by COVID-19. The degree of challenges and changes that we are



facing during this pandemic seem very hard to comprehend. I do believe that our industry was not spared completely, yet horticulture overall should fare ok. Let's hope we have seen the worst as far as negative market impact goes.

HORT INNOVATION

Hort Innovation have had some staff changes of late, with Paul Lilwall coming on as our new Industry Strategic Partner (ISP), and Ben Woodman being appointed to advise and manage the marketing budget. We welcome the new team and hope that it leads to a fruitful working relationship and good outcomes for industry.

I can report that a SIAP meeting was held in February, conducted by Corrine Jasper and Georgia Sheil from Hort Innovation. As our first meeting in 18 months, I felt that it was well run with productive action items such as Papaya communications and extension and nutritional analysis of fruit.

REEF REGULATIONS

Before COVID-19 hit, Reef Regulations for the protection of the Great Barrier Reef was a key topic. Members of the papaya industry have been watching and working closely with Cane, Bananas and all tropicals to gauge the likely impact that these regulations will have on our industry.

The challenge is finding the balance between cost and achieving a measurable outcome and developing a multi-layered approach to achieve reef health. Joe Zappala has taken a lead role in assessing possible implications for papaya, suggesting industry would first need a base requirement to be established and agreed upon before any mandatory compliance can be enforced.

Salmonella and Compliance

In February 2020 salmonella again raised its head in papaya. It's a difficult process determining the food source that caused the infection, but it was detected on 3 samples of papaya fruit tested. This is a timely reminder that salmonella detections can occur in papaya, and if it is the main source of infection it has massive consequences for the whole industry.

Safe Food Queensland visited North Queensland to provide an update on detections and industry practices, reminding growers to look at critical points within their own production system regarding Freshcare or HARPS.

The degree of challenges and changes that we are facing during this pandemic seem very hard to comprehend. Let's hope we have seen the worst as far as negative market impact goes.

SEASONAL OUTLOOK

Even amidst the uncertainty of COVID-19, my gut feeling is that there is significant production and supply coming for the remainder of the year, although there's uncertainty around price and demand.

We have been pushing to super charge the marketing program to promote the health benefits of our product to consumers and adapt to shifting shopping patterns among mainstream consumers, with the upswing of online shopping and home deliveries.

That's it for now. Stay safe and happy Papaya production for the year ahead.

Regards, **Gerard Kath**

POST-HARVEST DECAY OF PAPAYA

ontrol and management strategies that look to lower the rates of post- harvest decay in papaya have long been a focus for Hort Innovation and the industry more broadly.

Though completed in 2016, the levy funded project 'Effect of curative and productive pre-harvest fungicide and postharvest hot water applications on decay of papaya' (PP13000) conducted by the Queensland Department of Agriculture & Fisheries (QDAF), continues to provide invaluable insights to growers looking to reduce loss caused by fungal diseases and enhance productivity.

PROJECT OVERVIEW

Seeking to manage and mitigate leaf diseases and reduce post-harvest rot, the project evaluated the effectiveness of regular foliar applications with pre-harvest protectant fungicides, the removal of disease infected fruit and leaves, and post-harvest hot water treatments.

Run by QDAF, the research was delivered through a series of trials conducted with growers in the Mareeba and Innisfail regions of far north Queensland.

Spray programs with protectant fungicides

There is a continued demand in the papaya industry for chemicals that protect against the establishment of dormant fungal infections and post-harvest decay.

Curative fungicides have been used to fight against dormant fungal infections as well as prevent their establishment. The curative fungicide, difenoconazole, is often used by papaya growers to control the foliar disease black spot, and this research project sought to better understand its ability to prevent post-harvest decay.

Trials revealed that during the warm and wet summer months, spray schedules for the control of foliar disease provided a level of control for many of the post-harvest rots in papaya, however, including difenoconazole in a spray program demonstrated no benefits.

Removal of infected material and hot water treatments

Further post-harvest disease management practices assessed by QDAF included:

- the ability to reduce the spread of disease to healthy papaya fruits through the removal of infected fruit and dead leaf material, and
- the impact hot water dips has on disease control under controlled laboratory conditions.

The removal of dead leaves saw a reduction in disease inoculum levels in the trial crops although the direct impact of de-leafing in reducing post-harvest rot was minimal, proving ineffective in providing clear access to the fruit column during fungicide spraying and increasing the spray coverage required to control leaf diseases.

Hot water treatment trials identified temperatures between 50 and 52 degrees were optimal conditions for controlling disease, presenting a range of benefits including:

- Reduced need for post-harvest chemical fungicides
- Increased profit through reduced spoilage in supply chains
- The potential for fruit to be valued more highly because it had been produced with less impact on the environment

Based off project research, post-harvest hot water treatments showed to be the more effective disease control measure than fungicides used when spraying.

It is recommended that Australian papaya producers consider the potential benefits of installing and using a hot water system during seasons when crops are most vulnerable to disease.

Minimising the problem of post-harvest diseases starts in the field. Look to include a good spray program with well-set equipment followed by field hygiene and good post-harvest treatments.

Download the final report via: https:// www.horticulture.com.au/growers/ help-your-business-grow/researchreports-publications-fact-sheets-andmore/pp13000/

UPDATE

Issued to Hort Innovation and in force from 12 February 2020 to 28 February 2021, is APVMA issued 'Permit for control of anthracnose and stem end rot in papaya'.

Access the new minor use permit here: https://www.horticulture.com.au/ contentassets/7e7ffa5152f04d9caf4fc1 df3f4doff3/per89170.pdf

The 'Effect of curative and productive pre-harvest fungicide and postharvest hot water applications on decay of papaya' (PP13000) is funded by Hort Innovation using papaya industry levies and funds from the Australian Government.

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This project has been funded by Hort Innovation using the papaya research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

PAPAYA BREEDING PROGRAM UPDATE: Flavour analysis seeks to improve eating quality

DR CHAT KANCHANA-UDOMKAN

lavour is a complex trait that includes both taste perception in the mouth and aroma. Understanding how papaya flavour can improve eating quality and drive future marketability and profitability for the Australian papaya industry has become a key target for a Hort Innovation papaya levy funded project.

The 'National papaya breeding and evaluation program' (PP18000), run by a project team at Griffith University, is working to characterise in-depth the key flavour type preferences within the whole papaya chain and to develop a library of chemical fingerprints that will be used as a tool to differentiate flavour types.

PROFESSIONAL PANEL TESTING

To determine flavour types of papaya, the project team evaluated 25 fruit samples including RB1, RB4, Skybury, 1B, H13 and advanced breeding line – Sunshine, from across the Dimbulah, Mareeba and Innisfail regions.

Samples were collected over two harvest seasons in spring 2019 and summer 2020, and were assessed for aroma, texture, flavour and aftertaste attributes by 11 trained panellists. In addition, they were also tested for sugar composition, Brix and volatile compounds.

As anticipated, spring fruit harvested in September 2019 showed lower sugar content and Brix than the January 2020 fruit samples, with the mean value of Brix in spring and summer fruit being 9.7 and 11.8, respectively. The same trend was observed in aroma and flavour intensity and aftertaste attributes. However, sweet fruit aroma was the only attribute that



presented at a higher level in spring than summer fruit.

From these sensory test results, the project team could differentiate commercial varieties into two groups. **Group 1**, consisting of RB1 and Skybury, is red papaya with key descriptors of low aroma intensity and subtle musty and fishy aromas, but an overall high flavour intensity with dominating sweet caramelised and floral flavours and a sweet aftertaste. The flesh texture for RB1 on Tableland fruit showed to be typically resistant and velvety, whereas Skybury and RB1 grown on the coastal region were rated highly for juiciness and flavour intensity.

Fruit in **Group 2** however, included RB4, 1B and H13 and was described as having a strong aroma intensity with high citrus and sweet fruit aromas. The fruit in this group was identified as more fibrous with strong musty and bitter flavours and very bitter aftertaste.

ADVANCED BREEDING LINES - SUNSHINE

Three advanced breeding lines of red papaya, Sunshine-4, Sunshine-5 and Sunshine-6, were then tested for flavour description. Sunshine-4 typically presents as more resistant and firmer in texture, and is the most velvety and least fibrous of the lines. Advanced breeding line, Sunshine-5, is also more resistant in texture and velvety, scoring high for resistance but the lowest for dissolving texture. Sunshine-6 however, typically scores high for floral and sweet caramelised flavour and aftertaste, and for dissolving, juiciness and flavour intensity. All three of these advanced breeding lines presented in Group 1.



PhD student, Ziwei Zhou, quantifying papaya samples for determination of volatile compound.

VOLATILE COMPOUNDS

Through analysis and correlation of results, the project team were able to detect 54 volatile compounds in eight samples of spring 2019 fruit, including RB1, RB4, 1B H13 and Skybury. Common chemicals across all the samples were Linalool and trans-Linalool oxide, which produces *citrus*, *floral*, *sweet rose*, *woody green*, *blueberry* and *floral* aromas.

Varying in samples between farms was RB1, consisting of 41 volatiles. Further, only six compounds were detected in Skybury papaya. Future research will investigate compounds specific to different varieties for aroma ratio and links to key flavour descriptions, seeking to identify key genes and molecular markers controlling flavour pathways in RB1 and 1B to further assist with breeding selection in the future.

Following further investigation, the project team will work to select and stabilise breeding lines to obtain varieties that will thrive and support continued growth of the industry. Before the new varieties are released, they will be assessed for all agronomic and fruit quality traits, as well as flavour and aroma.

The 'National papaya breeding and evaluation program' (PP18000) is expected to conclude in August 2023. *(*

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This project has been funded by Hort Innovation using the papaya research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

PAPAYA CLEAN SEED UPDATE

DR PAUL CAMPBELL

elivered by research provider, Department of Agriculture and Fisheries Queensland (QDAF), the 'Papaya clean seed program' (PP18001) is working to better protect the papaya industry from papaya sticky disease by delivering a clean seed protocol.

Lead researcher, Dr Paul Campbell, has provided the following update on the virus transmission studies conducted to test virus free plants.

The production of parent lines free of the virus that causes papaya sticky disease continues to move forward, with the plants of seven parent lines being tested under the embryo rescue system and over 200 virus free plants currently in an insect proof screen house.

The numbers of infected plants continue to be low, with only five plants testing positive for the virus from the embryo rescue material. These materials are currently being established in tissue culture to assess long-term maintenance of the virus free lines.

It's vital that we undergo this monitoring and testing for the creation of lines for the seed industry into the future. Currently, the project team are working with Papaya Seeds Australia to move some of the virus free plants into the field to establish reinfection rates.

The plants will be monitored for the presence of the virus over the next year to see how quickly they get infected by the virus, which will provide information vital to developing the management plan of parental lines to ensure virus free seed for industry.

With access to virus free material, the project team have begun working on characterising the virus to better understand how it is spread and how soon it can be detected post-infection. None of this basic knowledge is presently available and will be critical for future management decisions.

The 'Papaya clean seed program' (PP18001) is funded by Hort Innovation using papaya industry levies and funds from the Australian Government.

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FROM THE HORT INNOVATION OFFICE

WITH PAUL LILWALL, INDUSTRY STRATEGIC PARTNER, HORT INNOVATION

In February, Paul joined Hort Innovation as the Industry Strategic Partner for the tropical fruit cluster. Paul holds a Master of Business Administration (Strategic Management) and a Graduate Diploma in Project Management (Property Development) from Queensland University of Technology and an undergraduate degree in business from the University of Queensland.

Paul has spent the majority of his career working in both the public and private sectors, holding numerous commercial roles, specialising in stakeholder engagement in regional Queensland with the primary resources and mining sectors via large linear infrastructure projects.

Paul is passionate about working hard in establishing, developing and building robust, honest and trusted relationships and delivering value to growers and industry. He aspires to become a trusted advisor for all growers, industry stakeholders and service providers within Hort Innovation's tropical fruit cluster.

REGIONAL ROUND-UP

TULLY, QLD - Tayla Mackay

In early February, high temperatures of over 40 degrees created a number of challenges which affected red papaya production in the Tully Valley. This resulted in small columns of fruit and quality issues, predominantly with breakdown and brown spot, as well as increased quantities of smaller sized fruit.

We're looking forward to harvesting last year's plant in the coming months, which has a larger column due to the mild rainfall in week 15 that saw the Tully area benefit from 125mm of rain.

Some early plant has gone into the ground this year with mixed results. The second round of plant is looking exceptionally good. We anticipate fruit quality and size will improve coming into the winter months. 0

INNISFAIL, QLD – Joe Zappala

The Wet Tropics experienced a below average wet season but got enough rain at the right time. Planting is in full swing and new blocks are coming into production.

COVID-19 is having an impact in the market place with demand falling as well as prices. We don't know where this will end up but there are 1 challenging times ahead.

TABLELANDS, QLD - Gerard Kath

The Tablelands is continuing on a similar growth pattern to the last 12 months.

Since the last report in November, total production would be slightly increasing. The main plantings are still in red varieties with a small number of yellow lines in Mareeba and Dimbulah. It is well known in the industry that profitability has not been good, so there has been some shift to other crops such as limes and avocados.

We have experienced below average rainfall with the first rain coming in mid to end January and the wet season finishing in mid-March, seeing less than 2 months rainfall. September to November saw fairly extreme temperatures, with cool to cold nights and hot dry days. This period resulted in a greater degree of carpeloid or cat face fruit in the reds. The conditions lately have been very favourable for good tree growth and fruit production.

Lately, we've seen an increase in fruit spotting bugs (FSB) and red spider mites. This would be likely due to the favourable growing conditions of late. As is the case normally, when FSB are sprayed then a short time later spider mites raise their numbers. Misting machines work for the normal control of black spot as well as the abovementioned pests.

We have lately also experienced a major problem in the yellow fruit (1b variety). The production per tree is great and the fruit size and appearance is excellent, yet we have a major problem with how the fruit cuts and eats. We have a large percentage of fruit that is very soft or jelly like with hard lumps or strands throughout the flesh. We have gone back to explain certain theories, yet nothing is 100% conclusive. Another example of how challenging this crop can be to grow consistently.

CARNARVON, WA - Annie Van Blommestein

The horticultural industry has seen a rapid change in consumer habits and reduced demand from the service sector during these unusual times. This has led to a reduction in the market opportunity for seconds products.

Apart from the change in demand, production in Carnarvon has mostly been business as usual with the area under pawpaw production remaining stable. The weather has been perfect, wind has eased and we have had a number of magnificent river flows which has recharged the aquifer nicely. 1

WANT TO SUBMIT AN UPDATE FROM YOUR GROWING REGION? Email Industry Strategic Partner Paul Lilwall: Paul.Lilwall@horticulture.com.au

Communications grower survey COMING SOON



The final grower survey for the 2017-20 'Australian papaya industry communication program' (PP16001) will hit your inboxes next month.

This survey will include questions on the content in the Papaya Press and seek your views on the levy and levy funded R&D projects. We're also keen to know if you've adopted any

of the research findings to help grow your business.

Check your emails this June for the annual grower survey – it will only take a few minutes!

This will be the last one for the current communications program and we'd love to get your insights. 1

Minor use permits for the papaya industry

here remains a need for the strategic use of specific pesticides and other chemicals in the papaya industry.

Through the Hort Innovation Papaya Fund's 'Papaya industry minor use program' (PP16000), levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits to the Australian Pesticides and Veterinary Medicines Authority (APVMA), as required. All current permits are listed in the table below. Before use, it is recommended that you confirm the details of the permits through the APVMA website at: https://portal.apvma.gov.au/permits. @

Current permits: Minor use permits current as of 14 April 2020.

Permit ID	Description (chemical / crop / pest or use)	Original date of issue	Expiry date	Permit holder
PER12592 Version 2	Chlorothalonil and difenoconazole / Papaya / Black spot and brown spot	14-Aug-11	30-Apr-25	Hort Innovation
PER13076 Version 2	Propamocarb / Papaw or Papaya (seedlings) / Damping off Please note: Permit to label pending	05-Apr-12	31-Mar-22	Papaya Australia C/Hort Innovation
PER87164 Version 2	Dimethoate / Specified citrus and tropical and subtropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	1-Mar-19	31-Mar-24	Hort Innovation
PER13671 Version 3	Beta-cyfluthrin (Bulldock 25 EC) / Papaya / Fruit-spotting bug and banana-spotting bug	28-Nov-12	28-Feb-23	Papaya Australia C/Hort Innovation
PER14098 Version 2	Etoxazole (Paramite Selective Miticide) / Papaya / Two-spotted mite	3-Oct-13	30-Jun-23	Papaya Australia
PER14097 Version 3	Abamectin and fenbutatin oxide / Papaya / Two-spotted mite	31-Oct-13	30-Jun-23	Papaya Australia
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER14417 Version 2	Copper as hydroxide / Papaya / Papaya fruit rot (Phytophthora)	28-Feb-14	31-Dec-24	Hort Innovation
PER14490 Version 2	Metalaxyl-M (Ridomil Gold), Metalaxyl (Zee-mil) + Phosphorous acid / Papaya / Phytophthora root rot and pythium	4-Apr-14	31-Mar-22	Papaya Australia C/Hort Innovation
PER13859	Dimethoate / Orchard clean-up - fruit fly host crops following harvest / Fruit fly	9-Feb-15	31-Jul-24	Growcom
PER80746	Ethephon / Papaya / Fruit de-greening	18-Aug-15	31-Aug-20	Papaya Australia
PER85397	Sulfoxaflor (Transform) / Lychee, mango, papaya and passionfruit (field grown) / Fruit-spotting bug and banana-spotting bug	17-Apr-18	30-Apr-23	Hort Innovation
PER89170	Fludioxonil (Scholar fungicide) / Papaya / Anthracnose and stem end rot (post-harvest dip or overhead treatment) Please note: This is an emergency use permit.	12-Feb-20	28-Feb-21	Hort Innovation
PER89241	Spinetoram / Tropical inedible peel / Fall armyworm	6-Mar-20	31-Mar-23	Hort Innovation

Minor use permit updates are circulated in Hort Innovation's *Growing Innovation* eNewsletter. Sign up for updates at: **www.horticulture.com.au/sign-up**.

Read more on the minor use permits for the papaya industry at: *horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/minor-use-permits-for-the-papaya-industry/*

HORT INNOVATION UPDATES

NEW Australian Horticulture Statistics Handbook released

Australia's papaya industry can now access the latest industry data with the release of the Australian Horticulture Statistics Handbook 2018/19 (HA18002).

Released by Hort Innovation, the Handbook draws data from several supply chain and trade resources to produce statistics on 75 horticultural categories.



Total fresh horticulture exports were valued at \$2.64 billion in 2018/19, 27 per cent higher than the previous year.

For the year ending June 2019, 2.79 million tonnes of fruit were produced in Australia, valued at \$5.5 billion. Fresh fruit exports had increased from the previous year by 23 per cent, now valued at \$1.3 billion.

This is the fifth time the Handbook has been produced, enabling statistics to be compared which is resulting in the identification of key insights. One of those insights has been that the success of the fresh export market in recent years has shown that business growth is now enabled by access to these markets.

The Handbook is available on the Hort Innovation website at: *horticulture.com.au*

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The Australian Horticulture Statistics Handbook 2018/19 (HA18002) has been funded by Horticulture Innovation Australia Limited using the across industry levy and funds from the Australian Government.

AT A GLANCE: PAPAYA/PAWPAW 2018/19 STATISTICS

- 14,921 tonnes of red papaya and yellow pawpaw was produced
- Farm gate value was \$27.5 million while the wholesale value of fresh supply was \$32.3 million
- The supply per capita was 584 g based on the volume supplied
- Australia imported 40 tonnes of fresh red papaya and yellow pawpaw. These imports came from Fiji (39t) and Thailand (1t)
- Australia exported 45 tonnes of fresh fruit, with the majority coming from Queensland (42t)
- Red papaya accounted for 65% of fresh production, and yellow pawpaw accounted for 35%
- New Zealand is the main market for exported fresh red papaya and yellow pawpaw, taking 99% of Australia's produce

COVID-19 Information

Hort Innovation have established a COVID-19 information hub, where growers and wider industry can go to access news updates and information relating to continued operation. You can access this at: *horticulture.com.au/* growers/covid.

The Harvest to Home website has been updated to include preliminary information on the impacts of COVID-19 on fresh produce. Access these updates at: **harvesttohome.net.au**.

NEW Hort Innovation Instagram account

Hort Innovation has a new Instagram account. Get the latest updates and tag them in posts you want to see on the page via @hortinnovation_au



NEW LEVY FUNDED PROJECT

A new multi-industry levy funded project, 'Biosecurity plan for the lychee, papaya and passionfruit industries' (MT18006), seeks to review and combine biosecurity plans for the lychee, papaya and passionfruit industries. Led by Plant Health Australia, the plan will identify high-priority endemic and exotic pests, diseases and weeds, and the risk mitigation, surveillance and diagnostic activities required to reduce their threat. This plan will provide a strategic framework for industry and government to improve preparedness and response to potential threats.

Expected completion date: 14 November 2024

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The 'Biosecurity plan for the lychee, papaya and passionfruit industries' (MT18006) project is funded using papaya, lychee and passionfruit levies and funds from the Australian Government.



This project has been funded by Hort Innovation using the papaya research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au