

# Apple and Pear Levy Fund

## Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
AP09031	PIPS Orchard Productivity Program	Tasmanian Institute of Agriculture (TIA) - University of Tas		237,730	237,730
AP10016	Pear Rootstocks Trial	Australian Pome Fruit Improvement Program Ltd.		12,800	12,800
AP11014	Apple and Pear Technical Manager	Apple & Pear Australia Limited (APAL)		157,661	157,661
AP11016	Market Development for the Apple Industry	Apple & Pear Australia Limited (APAL)		139,666	139,666
AP11017	Future Orchards 3	Apple & Pear Australia Limited (APAL)		478,946	478,946
AP11023	Apple and Pear Industry Asian Export Market Development	The Dept of Economic Development, Jobs, Transport & Resources	30,000	85,000	115,000
AP11033	Data and Analysis - InfoPome	Apple & Pear Australia Limited (APAL)		20,660	20,660
AP11038	Costs to develop projects within the apple and pear RD&E Programmes	Horticulture Australia Ltd		2,336	2,336
AP12002	Profitable Pears: Maximising productivity and quality of new pear varieties	The Dept of Economic Development, Jobs, Transport & Resources		264,308	264,308
AP12006	Precision fertigation for improved apple orchard productivity	University of Tasmania		78,002	78,002
AP12013	Apple and Pear Industry Communications	Apple & Pear Australia Limited (APAL)		417,803	417,803
AP12029	Understanding apple and pear production systems in a changing climate	The Department of Agriculture and Fisheries (DAF)		172,417	172,417
AP12034	Apple and Pear Industry Leadership Initiative	Apple & Pear Australia Limited (APAL)		160,943	160,943
AP12037	Australian Apple and Pear Industry Development Initiative	Apple & Pear Australia Limited (APAL)		118,691	118,691

AP12703	Apple and Pear Industry International Networking	Apple & Pear Australia Limited (APAL)	15,000	15,000
AP13011	Understanding to revitalise fresh pear industry development	The Dept of Economic Development, Jobs, Transport & Resources	10,000	10,000
AP13035	Apple and Pear industry data collection	AgFirst Australia	173,712	173,712
AP13036	Industry Roundtable Forum	Apple & Pear Australia Limited (APAL)	20,000	20,000
AP13501	2014 Aussie Apples Export Activity	Horticulture Australia Ltd	44,260	44,260
AP13504	2014 Aussie Apples IGA Activity	Horticulture Australia Ltd	3,038	3,038
AP13506	2014 Aussie Apples Website Activity	Horticulture Australia Ltd	3,148	3,148
AP13507	2014 Aussie Apples Trade & Greengrocer Activity	Horticulture Australia Ltd	15,625	15,625
AP13508	2014 Aussie Apples PR Activity	Horticulture Australia Ltd	-27,672	-27,672
AP13509	2014 Aussie Apples Media Activity	Horticulture Australia Ltd	119,635	119,635
AP14002	MRL Risk analyses for major export markets of the pome fruit industry	AKC Consulting Pty Ltd	15,320	15,320
AP14003	Research Speed Updating program	Apple & Pear Australia Limited (APAL)	7,800	7,800
AP14022	Independent Program Coordination for Apple and Pear Productivity Program	RMCG	54,278	54,278
AP14025	Prevar 3: New pome fruit products	Prevar Limited	195,200	195,200
AP14030	Consultancy Services for Prevar Project AP14025	Apple & Pear Australia Limited (APAL)	50,000	50,000
AP14501	2015 Aussie Apples Export Marketing Parent	Horticulture Australia Ltd	35,897	35,897
AP14503	Woolworths/Coles	Horticulture Australia Ltd	50,173	50,173
AP14505	IGA/Aldi	Horticulture Australia Ltd	35,157	35,157
AP14506	State Associations	Horticulture Australia Ltd	27,183	27,183
AP14507	Website	Horticulture Australia Ltd	210	210

AP14508	Tactical	Horticulture Australia Ltd	115,324	115,324	
AP14509	Public Relations	Horticulture Australia Ltd	60,793	60,793	
AP14510	Media	Horticulture Australia Ltd	999,427	999,427	
AP14701	Asian Market Access Study Tours 2014	Apple & Pear Australia Limited (APAL)	18,500	18,500	
AP14800	Apple & Pear Industry Annual Report 2013/14	Horticulture Australia Ltd	4,685	4,685	
MT12000	Development of mass-trapping methods for codling moth females in disrupted orchards	The Dept of Economic Development, Jobs, Transport & Resources	100,000	100,000	
MT12009	Export-Import Market Intelligence 2012 - 2014	Global Trade Information Services, Inc.	22	22	
MT12028	OHMA Operational Support 2012 to 2015	Horticulture Australia Ltd	2,311	2,311	
MT12029	Horticultural Market Access Manager 2012 - 2015	Langley Consulting	2,593	2,593	
MT12045	Submission to authorities in Japan and Taiwan addressing provisional MRLs	AKC Consulting Pty Ltd	900	900	
MT12049	A model for industry planning and preparedness for an incursion of Varroa mite	Plant Health Australia Limited	3,960	3,960	
MT12504	China Fruit and Vegetable Trade Fair 2013	Horticulture Australia Ltd	453	453	
MT13011	Australia Fresh Core Program for Export Development 2013 - 2014	Horticulture Australia Ltd	93	93	
MT13027	Understanding practice in key pollination industries	TQA Australia	1,188	1,188	
MT13028	Deployment and refinement of bait box remote surveillance system	National Centre for Engineering in Agriculture (NCEA)	4,092	4,092	
MT13030	Australia Fresh - Asia Fruit Logistica 2013	Horticulture Australia Ltd	-1,721	-1,721	
MT13038	Fruit fly quarantine technical discussions – China - Oct/Nov 2013	Horticulture Australia Ltd	1,698	1,698	
MT13053	Asia Fruit Logistica 2014	Oliver and Doam	3,494	0	3,494
MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, B. tryoni	South Australian Research and Development Institute (SARDI)	54,427	54,427	
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	The Nielsen Company	83,389	83,389	

MT14006	Export - Import Market Intelligence Project 2014 - 2016	Fresh Intelligence Consulting	5,403	0	5,403
MT14013	Australia Fresh - Core Export Market Development Program 2014 - 2017	Oliver and Doam	6,753	0	6,753
MT14014	Multi Industry Fruit Tracking Study 2014 - 2015	Eidentify	11,687	0	11,687
MT14019	China FVF 2014	Oliver and Doam	2,483	0	2,483
MT14027	Horticultural Market Access Manager 2014 - 2015	Lawrence Consulting		12,668	12,668
MT14057	Statistical review and re-design of the National Bee Pest Surveillance Program	Plant Health Australia Limited		9,977	9,977
MT14058	Asia Fruit Logistica 2015	Oliver and Doam		1,671	1,671
MT13011	Australia Fresh Core Program for Export Development 2013 - 2014	Horticulture Australia Ltd	-107		-107
MT13030	Australia Fresh - Asia Fruit Logistica 2013	Horticulture Australia Ltd	2,147		2,147
MT13053	Asia Fruit Logistica 2014	Oliver and Doam	3,494		3,494
MT14006	Export - Import Market Intelligence Project 2014 - 2016	Fresh Intelligence Consulting	3,909		3,909
MT14013	Australia Fresh - Core Export Market Development Program 2014 - 2017	Oliver and Doam	6,753		6,753
MT14014	Multi Industry Fruit Tracking Study 2014 - 2015	Eidentify	11,687		11,687
MT14019	China FVF 2014	Oliver and Doam	2,483		2,483
PA13502	2014 Australian Pears Export Activity	Horticulture Australia Ltd	32,187		32,187
PA13503	2014 Australian Pears Media Activity	Horticulture Australia Ltd	4,150		4,150
PA13504	2014 Australian Pears Tactical Activity	Horticulture Australia Ltd	82,577		82,577
PA13505	2014 Australian Pears Public Relations Campaign	Horticulture Australia Ltd	49		49
PA13508	Australian Pears 2014 Creative	Horticulture Australia Ltd	195		195
PA13509	Australian Pears Retailer POS	Horticulture Australia Ltd	18,288		18,288

PA14500	2015 Australian Pears Export Marketing	Horticulture Australia Ltd	15,000	15,000
PA14503	Media	Horticulture Australia Ltd	337,489	337,489
PA14504	Tactical	Horticulture Australia Ltd	225,837	225,837
PA14505	Public Relations	Horticulture Australia Ltd	20,605	20,605
PA14506	State Associations	Horticulture Australia Ltd	10,000	10,000
PA14507	Australian Pear Month	Horticulture Australia Ltd	1,830	1,830
PA14508	Creative	Horticulture Australia Ltd	5,230	5,230
PA14509	Retailer Point of Sale	Horticulture Australia Ltd	93,635	93,635
<b>Total</b>			<b>2,418,279</b>	<b>3,190,352</b>
				<b>5,608,630</b>