

Macadamia Levy Fund

Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
MC09002	Improving the usability of information for the Australian macadamia industry through a web-based information "bank"	The Department of Agriculture and Fisheries (DAF)		30,500	30,500
MC09006	Improving understanding, analysis and application of market research and development activity	Australian Macadamia Society Limited	62,960	0	62,960
MC09016	Better Macadamia Crop Forecasting Part 2	The Department of Agriculture and Fisheries (DAF)		37,339	37,339
MC09021	Macadamia Breeding and Conservation	The University of Queensland		395,912	395,912
MC10003	Improving on-farm productivity and sustainability of the Australian macadamia industry	Australian Macadamia Society Limited		142,500	142,500
MC11001	Macadamia Regional Variety Trials Series 3 phase 2	The Department of Agriculture and Fisheries (DAF)		101,237	101,237
MC11005	Improving Industry awareness and understanding of industry programs for Australian Macadamias	Australian Macadamia Society Limited		160,890	160,890
MC12002	Developing a commercial shelf life test for macadamias	Cropwatch Independent Laboratories		10,000	10,000
MC12007	Disease Management in Macadamia Industry	The University of Queensland		147,244	147,244
MC12008	Biological husk spot research	Biocontrol Australia Pty Ltd		40,000	40,000
MC12011	Time of flowering and pollination relevant to orchard weather conditions in Northern NSW – A Growers Trial Group	Australian Macadamia Society Limited		9,000	9,000
MC12013	Minor use permits for the macadamia industry	Horticulture Australia Ltd		2,400	2,400
MC13000	Understanding the social demographics and business aspirations of Australian macadamia growers	Southern Cross University		5,000	5,000
MC13001	Data Information Collection and Consumer Research	Horticulture Australia Ltd	43,762	19,966	63,728

MC14000	Macadamia Second Generation Breeding and Conservation	The University of Queensland	190,000	190,000
MC14005	Market Development	Australian Macadamia Society Limited	243,307	243,307
MC14501	Enhancing the value of the Macadamia Product	Horticulture Australia Ltd	251,584	251,584
MC14502	Capitalising on the Australian Advantage	Horticulture Australia Ltd	251,691	251,691
MC14503	Brand Messaging	Horticulture Australia Ltd	130,495	130,495
MC14504	Domestic Campaign	Horticulture Australia Ltd	221,966	221,966
MC14505	Japan Campaign	Horticulture Australia Ltd	202,774	202,774
MC14506	German Campaign	Horticulture Australia Ltd	107,520	107,520
MC14507	Taiwan Campaign	Horticulture Australia Ltd	172,250	172,250
MC14508	Korea Campaign	Horticulture Australia Ltd	199,437	199,437
MC14509	Program Administrator	Horticulture Australia Ltd	56,771	56,771
MC14800	Macadamia Industry Annual Report 14/15	Horticulture Australia Ltd	6,715	6,715
MT10049	A multi target approach to fruitspotting bug management	NSW Dept of Primary Industries,an office of Dept of Industry	81,481	81,481
MT12009	Export-Import Market Intelligence 2012 - 2014	Global Trade Information Services, Inc.	294	294
MT12045	Submission to authorities in Japan and Taiwan addressing provisional MRLs	AKC Consulting Pty Ltd	3,960	3,960
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	The Nielsen Company	21,233	21,233
MT14006	Export - Import Market Intelligence Project 2014 - 2016	Fresh Intelligence Consulting	3,744	3,744
NT14003	Development of an industry biosecurity plan for tree nut industries	Plant Health Australia Limited	2,672	2,672
Total			1,944,517	1,412,088
				3,356,604