

Papaya Levy Fund

Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
MT10049	A multi target approach to fruitspotting bug management	NSW Dept of Primary Industries,an office of Dept of Industry		8,148	8,148
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	The Nielsen Company		1,656	1,656
PP04004	Evaluation of elite papaya selections	The Department of Agriculture and Fisheries (DAF)		-5,423	-5,423
PP10005	Marker Assisted Breeding of Papaya to Develop new Commercial lines	Griffith University		15,080	15,080
PP11000	Papaya Communications	Papaya Industry Australia		8,325	8,325
PP13000	Effect of curative and protectant pre-harvest fungicide applications on post-harvest decay of papaya	The Department of Agriculture and Fisheries (DAF)		40,740	40,740
PP13005	Literature Review of Papaya Dieback in Australia	The Department of Agriculture and Fisheries (DAF)		1,100	1,100
PP13006	Post-harvest use of the plant-growth regulator, ethephon, to promote colour development (de-greening) in papaya	Crop Protection Research Pty Ltd		25,567	25,567
PP13007	Industry Development and Research in the Papaya Industry	Papaya Industry Australia		4,500	4,500
PP13503	Papaya Point of Sale Production	Horticulture Australia Ltd	46		46
PP13504	Papaya Retail Promotions (Autumn 2014)	Horticulture Australia Ltd	5,575		5,575
PP14501	2014 - 2015 Papaya Public Relations Program	Horticulture Australia Ltd	33,675		33,675
PP14502	2014 - 2015 Papaya Facebook Program	Horticulture Australia Ltd	28,396		28,396
PP14503	2014 - 2015 Papaya Health Strategy	Horticulture Australia Ltd	4,345		4,345

PP14504	2014 - 2015 Papaya Retail Promotions	Horticulture Australia Ltd	19,951		19,951
PP14505	2014 - 2015 Papaya Point of Sale Production	Horticulture Australia Ltd	1,632		1,632
PP14506	2014 - 2015 Papaya Website Development	Horticulture Australia Ltd	5,750		5,750
PP14507	Easter Show	Horticulture Australia Ltd	9,820		9,820
PP14800	Papaya Industry Advisory Committee Annual Report 2013/14	Horticulture Australia Ltd		2,442	2,442
Total			109,190	102,135	211,325