

# Passionfruit 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		6,000	6,000
PF11004	Overcoming passionfruit viruses	The Department of Agriculture and Fisheries (DAF)		40,253	40,253
PF12002	Minor use permits for the passionfruit industry	Horticulture Australia Ltd		-350	-350
PF13004	Communications program for the Passionfruit industry	Passionfruit Australia Inc		6,500	6,500
PF13005	Retail Education - Passionfruit Backroom Poster	Horticulture Australia Ltd		0	0
PF13006	Passionfruit Supply Chain and Distribution	p2p business solutions pty ltd		25,000	25,000
PF13501	2013 - 2014 Passionfruit Summer program	Horticulture Australia Ltd	34		34
PF13503	Passionfruit Retail Activity (Autumn 2014)	Horticulture Australia Ltd	7,546		7,546
PF13504	POS Printing Backroom Poster, kitting & distribution	Horticulture Australia Ltd	47		47
PF14004	Passionfruit Industry 3 Year Strategic Investment Plan workshop	Horticulture Australia Ltd		4,883	4,883
PF14005	Leadership program for passionfruit growers	Rural Directions		5,000	5,000
PF14501	Awareness Campaign (PR and Social Media)	Horticulture Australia Ltd	40,000		40,000
PF14502	Point of Sale	Horticulture Australia Ltd	11,018		11,018
PF14503	Retailer Engagement	Horticulture Australia Ltd	1,588		1,588

PF14504	In store merchandising	Horticulture Australia Ltd	30,003		30,003
PF14505	Contingency	Horticulture Australia Ltd	5,116		5,116
PF14800	Passionfruit Industry Advisory Committee Annual Report 2013/14	Horticulture Australia Ltd		2,680	2,680
<b>Total</b>			<b>95,352</b>	<b>89,966</b>	<b>185,318</b>