

Potato-fresh Levy Fund

Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
MT12028	OHMA Operational Support 2012 to 2015	Horticulture Australia Ltd		703	703
MT12029	Horticultural Market Access Manager 2012 - 2015	Langley Consulting		407	407
MT14027	Horticultural Market Access Manager 2014 - 2015	Lawrence Consulting		2,000	2,000
PT11004	Potato Industry Extension Program	AUSVEG Ltd		57,659	57,659
PT11701	Potato International Networking	AUSVEG Ltd		1,619	1,619
PT12004	Potato Industry Communication Strategy (PICS): management and implementation	AUSVEG Ltd		57,844	57,844
PT12019	Potatoes Australia (continuation of PT09014)	AUSVEG Ltd		58,604	58,604
PT13009	Heritage Potato Collection	The Dept of Economic Development, Jobs, Transport & Resources		5,200	5,200
PT13010	Seed Potato Certification Review	AUSVEG Ltd		19,360	19,360
PT13015	Potato Tracker - consumer and market research for the fresh potato industry	Colmar Brunton		39,920	39,920
PT13704	2014 Potato Industry Study Tour	AUSVEG Ltd		-1,141	-1,141
PT14702	International Potato Group Meeting China 2015	AUSVEG Ltd		17,113	17,113
PT14800	Industry Annual Report - 2013-14	Horticulture Australia Ltd		7,429	7,429
Total				266,716	266,716