

Apple marketing levy fund

Project summary July 2016 – December 2016

Project number	Project name	July – December
AP15501	2015/16 Aussie Apples Facebook	43,969
AP15502	2015/16 Apple Granny Smith Festival sponsorship	9,320
AP15503	2015/16 National Royal Shows	31,438
AP15509	Apple Storage	9,168
AP15510	Run for the Kids	750
AP15511	Apple Website	3,148
AP15514	Apple Trademark	2,550
AP16501	Events	115,406
AP16503	Apples PR Campaign 2017	15,000
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumption	26,430
MT14006	Export - Import Market Intelligence Project 2014 - 2016	2,127
AP16502	Events	2,292
Total		261,598

Pear marketing levy fund

Project summary July 2016 – December 2016

Project number	Project name	July – December
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	26,430
MT14006	Export - Import Market Intelligence Project 2014 - 2016	2,127
PA15501	2015/16 Australian Pears Facebook	24,473
PA15506	Pear promotion campaign 2016	750
PA15508	Pear Storage	2,844
PA15510	Pears Website	1,080
PA15511	Hailstorm Heroes Campaign Implementation	51,520
PA16500	Australian Pear Program to Canada	23,019
Total		132,243