

Current contracted marketing projects

Current contracted projects in the Cherry Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the cherry SIP, can be seen below. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Cherry current contracted marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
CY22620	Cherry paid social media and influencer FY24	40,000			
CY22502	Cherry state-based promotions FY24	24,545	455		
CY23501	Cherry orchard photography FY24	5,825	175		
CY23640	International cherry program FY24	100,000			
Total		170,370	630		