

## Current contracted marketing projects

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

### Citrus 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
CT23600	Citrus retail media FY24	54,620			
CT23602	FY25 Aussie oranges domestic campaign creative and production	52,000	78,000		
CT23603	FY25 Aussie oranges domestic campaign paid media	88,000	52,000		
CT23620	Citrus domestic campaign FY24	219,800			
CT23640	International citrus marketing program FY24 and FY25	120,000	120,000		
<a href="#">MT22501</a>	International eLearning retail program FY23	40,000			
MT20600	Media retainer and incentives	4,193			
MT22641	Asia Fruit Logistica 2024	50,000			
<b>Total</b>		<b>628,613</b>	<b>250,000</b>		