

## Current contracted marketing projects

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

### Pear 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
MT20600	Media strategy planning and buying Services (retainer payments)	6,899			
MT22502	Apple and pear merchandising program FY23 (Marketing)	53,889			
MT23502	Apple and pear retail merchandising program FY24	131,535	14,615		
PA22501	International pears co-promotion	13,000			
PA22502	FY23 pear storage, distribution and printing		9,897		
PA22600	Pear FY23 education campaign paid media	40,000			
PA23500	Pear In-store sampling FY24/25	99,842	49,921		
PA23503	Pear website maintenance and content	2,600			
PA23601	Pear FY24 consumer educational campaign – paid media	66,600			
PA23602	FY25 pear domestic marketing campaign – creative exploration		55,000		
PA23611	Pear FY24 consumer educational campaign – earned media and social	76,500			
<b>Total</b>		<b>490,865</b>	<b>129,433</b>		