

Current contracted marketing projects

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

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

Project code	Project title	2022/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
PI23502	Australian Pineapples website and social media transition and maintenance FY25	8,000			
PI23620	Pineapple marketing plan FY24 – Media relations and website	35,000			
Total		43,000			