

Avocado Levy Fund

Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
AV10001	Improving yield and quality in avocado through disease management, Phase 2	The Department of Agriculture and Fisheries (DAF)		40,000	40,000
AV10002	Avocado best management practices and internet based information delivery	The Department of Agriculture and Fisheries (DAF)		10,582	10,582
AV10008	Avocado Industry Communications	Avocados Australia Limited (AAL)		144,247	144,247
AV10019	Reducing flesh bruising and skin spotting in Hass avocado	The Department of Agriculture and Fisheries (DAF)		31,030	31,030
AV11015	Avocado industry fruit quality benchmarking	Avocados Australia Limited (AAL)		114,845	114,845
AV12007	Data Collection to Facilitate Supply Chain Transparency	Avocados Australia Limited (AAL)		96,703	96,703
AV12009	Understanding and managing avocado flesh bruising	The Department of Agriculture and Fisheries (DAF)		58,151	58,151
AV12012	Coordination of Data Management and Avocado Quality Improvement and Extension Program	Avocados Australia Limited (AAL)		350,993	350,993
AV12013	Implementing Improvements in the Avocado Supply Chain	Avocados Australia Limited (AAL)		168,454	168,454
AV12023	Educating early childhood educators 12-13	Horticulture Australia Ltd		-11,730	-11,730
AV12031	Avocado Rootstock Commercialisation Plan	TechMac Pty Ltd		4,000	4,000
AV13000	RNA silencing based Phytophthora root rot resistant avocado rootstocks – Phase 2	The University of Queensland		140,000	140,000
AV13003	Australian Avocado Benchmarking Program Development Rounds II and III	Vadaka P/L ATF Hall Family Trust T/As Pinnacle Agribusiness		69,252	69,252
AV13010	Health professional education and research program	Lisa Gay Yates T/As Lisa Yates Consultant Dietitian		0	0

AV13011	Foodservice Chef Training Program	Whiteworks	140	140
AV13017	Minor Use permits and Strategic Agrichemical Review Process for the avocado industry	Horticulture Australia Ltd	175	175
AV13018	Avocado rootstock assessment and improvement -Interim	The University of Queensland	17,902	17,902
AV13503	Avocado Social Media	Horticulture Australia Ltd	106	106
AV13504	Avocado Consumer Website	Horticulture Australia Ltd	1,832	1,832
AV13507	Avocado Educational POS	Horticulture Australia Ltd	225	225
AV13511	Avocado Product and Despatch	Horticulture Australia Ltd	-594	-594
AV14000	Achieving more consistent yields of quality fruit in the Australian avocado industry	The Department of Agriculture and Fisheries (DAF)	35,500	35,500
AV14006	Continuation of health professional education and research program	Lisa Gay Yates T/As Lisa Yates Consultant Dietitian	188,204	188,204
AV14007	Continuation of foodservice Chef Training Program	Whiteworks	158,584	158,584
AV14008	Campaign Tracker: Research proposal for the repeat of the project accelerator tracking	BDRC Australia	25,000	25,000
AV14012	Investigating tree mortality during early field establishment	The University of Queensland	20,000	20,000
AV14501	Avocado Media	IKON Communications Pty Ltd	1,579,139	1,579,139
AV14502	Avocado Creative Development	Jack Watts Currie	70,897	70,897
AV14503	Avocado Social Media	Horticulture Australia Ltd	170,354	170,354
AV14504	Avocado Website	Horticulture Australia Ltd	47,807	47,807
AV14506	Avocado Point of Sale	Horticulture Australia Ltd	49,496	49,496
AV14507	Avocado Export	Horticulture Australia Ltd	328	328
AV14800	Avocado Industry Advisory Committee Annual Report 2013/14	Horticulture Australia Ltd	5,174	5,174
MT10021	Determination of cold tolerance in immature stages of Australian pest fruit fly species	The Department of Agriculture and Fisheries (DAF)	64,842	64,842

MT10049	A multi target approach to fruitspotting bug management	NSW Dept of Primary Industries,an office of Dept of Industry		81,481	81,481
MT12001	SPLAT Cue-Lure based management of Queensland fruit fly	South Australian Research and Development Institute (SARDI)		12,500	12,500
MT12009	Export-Import Market Intelligence 2012 - 2014	Global Trade Information Services, Inc.		-175	-175
MT12011	National honey bee pest surveillance program	Plant Health Australia Limited		2,836	2,836
MT12028	OHMA Operational Support 2012 to 2015	Horticulture Australia Ltd		2,311	2,311
MT12029	Horticultural Market Access Manager 2012 - 2015	Langley Consulting		2,593	2,593
MT12049	A model for industry planning and preparedness for an incursion of Varroa mite	Plant Health Australia Limited		2,010	2,010
MT12504	China Fruit and Vegetable Trade Fair 2013	Horticulture Australia Ltd	453		453
MT13011	Australia Fresh Core Program for Export Development 2013 - 2014	Horticulture Australia Ltd		1,613	1,613
MT13027	Understanding practice in key pollination industries	TQA Australia		603	603
MT13028	Deployment and refinement of bait box remote surveillance system	National Centre for Engineering in Agriculture (NCEA)		2,077	2,077
MT13053	Asia Fruit Logistica 2014	Oliver and Doam	996		996
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	The Nielsen Company		83,389	83,389
MT14006	Export - Import Market Intelligence Project 2014 - 2016	Fresh Intelligence Consulting		8,056	8,056
MT14013	Australia Fresh - Core Export Market Development Program 2014 - 2017	Oliver and Doam		13,667	13,667
MT14014	Multi Industry Fruit Tracking Study 2014 - 2015	Eidentify	5,844	5,844	11,687
MT14019	China FVF 2014	Oliver and Doam	4,971	0	4,971
MT14027	Horticultural Market Access Manager 2014 - 2015	Lawrence Consulting		12,668	12,668
MT14057	Statistical review and re-design of the National Bee Pest Surveillance Program	Plant Health Australia Limited		5,661	5,661
MT14058	Asia Fruit Logistica 2015	Oliver and Doam		427	427

Total

1,931,854

1,969,608

3,901,462
