

# Summerfruit Levy Fund

## Project Summary 2014/15

Project number	Project name	Delivery partner	Marketing	R&D	Total
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
MT12001	SPLAT Cue-Lure based management of Queensland fruit fly	South Australian Research and Development Institute (SARDI)		25,000	25,000
MT12004	Improving efficacy of MAT to enhance area-wide management of Queensland fruit fly	Macquarie University		28,000	28,000
MT12005	Development of molecular diagnostic tools to detect endemic and exotic pathogens of Prunus species for Australia	The Dept of Economic Development, Jobs, Transport & Resources		24,000	24,000
MT12009	Export-Import Market Intelligence 2012 - 2014	Global Trade Information Services, Inc.		610	610
MT12011	National honey bee pest surveillance program	Plant Health Australia Limited		2,836	2,836
MT12012	Sustainable Management of Medfly without cover sprays	Western Australian Agriculture Authority (WAAA)		895	895
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
MT12504	China Fruit and Vegetable Trade Fair 2013	Horticulture Australia Ltd	1,060		1,060
MT13011	Australia Fresh Core Program for Export Development 2013 - 2014	Horticulture Australia Ltd		1,586	1,586
MT13030	Australia Fresh - Asia Fruit Logistica 2013	Horticulture Australia Ltd	425		425
MT13038	Fruit fly quarantine technical discussions – China - Oct/Nov 2013	Horticulture Australia Ltd		1,698	1,698
MT13050	Clothianidin Residue Survey	Horticulture Australia Ltd		925	925

MT13053	Asia Fruit Logistica 2014	Oliver and Doam	6,988	0	6,988
MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, B. tryoni	South Australian Research and Development Institute (SARDI)		15,000	15,000
MT13061	Understanding the Purchase Behaviour of Fresh Produce Consumers	The Nielsen Company		25,300	25,300
MT14006	Export - Import Market Intelligence Project 2014 - 2016	Fresh Intelligence Consulting		9,231	9,231
MT14013	Australia Fresh - Core Export Market Development Program 2014 - 2017	Oliver and Doam		13,506	13,506
MT14019	China FVF 2014	Oliver and Doam	5,524	0	5,524
MT14027	Horticultural Market Access Manager 2014 - 2015	Lawrence Consulting		12,668	12,668
MT14058	Asia Fruit Logistica 2015	Oliver and Doam		1,671	1,671
SF10024	Minor use permits for the summerfruit industry	Horticulture Australia Ltd		350	350
SF11000	Improving consistency of soluble solids concentrations in summerfruit	University of Western Sydney		-22,676	-22,676
SF12001	Summerfruit Market Development Program	Summerfruit Australia Limited		138,537	138,537
SF12003	Increased stone fruit profitability by consistently meeting market expectations.	The Dept of Economic Development, Jobs, Transport & Resources		88,513	88,513
SF12004	Improvement and implementation of brown rot disease forecasting for improving decision making on fungicide use	The Dept of Economic Development, Jobs, Transport & Resources		118,846	118,846
SF12009	Stone fruit Communications project (SF09017 Continuation)	NSW Dept of Primary Industries, an office of Dept of Industry		7,600	7,600
SF12013	Fruit fly IPM for Summerfruit, with a focus on developing an effective female lure-and-kill device	Queensland University of Technology		125,000	125,000
SF12016	Low dose methyl bromide against fruit flies to improve market access for Summerfruit	The Department of Agriculture and Fisheries (DAF)		36,000	36,000
SF13001	Rootstock and training system to optimize early stone fruit bearing and growth. Linkage to SF12003	The Dept of Economic Development, Jobs, Transport & Resources		20,000	20,000
SF13007	Improving Market Access to China for Australian Summerfruit	Summerfruit Australia Limited		19,500	19,500
SF13008	Summerfruit Strategic Investment Plan 2015-2020	Freshlogic Pty Ltd		6,000	6,000
SF13501	Public Relations	Horticulture Australia Ltd	4		4

SF13502	POS Production and Distribution	Horticulture Australia Ltd	309	309
SF13504	Contingency	Horticulture Australia Ltd	1,531	1,531
SF13505	Promotional Program	Horticulture Australia Ltd	-2,500	-2,500
SF14000	Improving Market Access to China for Australian Summerfruit	Summerfruit Australia Limited	94,400	94,400
SF14502	Additional domestic marketing opportunities	Horticulture Australia Ltd	731	731
SF14503	Export communications materials	Horticulture Australia Ltd	670	670
SF14504	China market entry launch program	Horticulture Australia Ltd	11,745	11,745
SF14505	Export promotions	Horticulture Australia Ltd	30,622	30,622
SF14800	Summerfruit Industry Advisory Committee Annual Report 2013/14	Horticulture Australia Ltd	2,280	2,280
<b>Total</b>			<b>57,108</b>	<b>867,021</b>
				<b>924,129</b>