

Papaya marketing levy fund

Project summary July 2016 – December 2016

**Horticulture
Innovation
Australia**

Project number	Project name	July – December
PP15501	Papaya Awareness Campaign	363
PP15502	Papaya Point of Sale	3,415
PP16500	Papaya Marketing Plan	868
PP16501	Papaya PR and Social Campaign 2016/17	31,630
PP16502	In-store sampling and merchandising	16,000
Total		52,276