

## Current contracted marketing projects

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

### Avocado 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
AV22643	International avocado marketing program FY24	400,000			
AV23500	Avocado domestic marketing FY24 adhoc opportunities, storage and printing	8,809			
AV23501	Avocados website FY24	48,000			
AV23502	Avocado shopper POS ad-hoc FY24 (Expenses only)	9,302			
AV23503	Avocado retail opportunities FY24 (Expenses only)	74,863			
AV23504	Avocado foodservice program FY24 development and implementation	7,000	193,000		
AV23505	Avocado strategic thinktank with Thinkerbell	50,530			
AV23601	Avocado paid media FY24	1,333,403			
AV23610	Avocado PR and social FY24	348,500			
AV23611	Avocados creative development and production FY24 – consumer and shopper	155,000			
AV23613	Avocado educational social series FY24	18,000			
AV23641	International avocado marketing program FY24 (January-June FY24)	1,180,000			
AV23642	International avocado marketing program FY25 (July to December)	170,000	700,000		

<b>Project code</b>	<b>Project title</b>	<b>2023/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
AV24501	Avocado marketing program FY25 expenses and website management and maintenance		75,000		
<b>Total</b>		4,065,113	5,043,000		