

**Current contracted pear marketing project actuals at 2022/23 and forecast to 2025/26**

<b>Project code</b>	<b>Project title</b>	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	15,237	6,903		
MT21504	Apple and pear merchandising program	20,175			
MT22502	Apple and Pear Merchandising Program FY23 (MKTG)	53,887	53,888		
MT22640	Taste Australia Retail Channel	95,833			
PA21500	Australian Pears Co-Promotion (Canada) (con-002325)	47,892			
PA21500	Australian Pears Co-Promotions 2022 (con-002324)	85,000			
PA21630	Pear Shopper Activation Campaign 2022	36,000			
PA22500	Pears FY23 Retail Sampling Program	149,944			
PA22501	International Pears Co-Promotion	110,000	13,000		
PA22502	FY23 Pears storage distribution and printing	103	9,897		
PA22600	Pears FY23 education campaign paid media	60,000	40,000		
PA22610	Pears Creative Development and Production	225,000			
<b>Total</b>		<b>899,071</b>	<b>123,688</b>		