

Melon Fund R&D project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT17015	Consumer Behavioural and Retail Data for Fresh Produce	AC Nielsen	17,338
MT18011	Horticulture ex-impact assessment program	AgEcon Plus	3,869
MT19005	Horticulture Trade Data	IHS Global	4,076
MT19006	Across horticulture support for achieving export MRL compliance	BC Global	5,612
MT19014	Field Based Testing for Fall Army Worm	Agriculture Victoria	2,000
MT20003	SIP Development Support	Hort Innovation	5,373
MT20005	Vegetable Leafminer	Department of Agriculture, Water and the Environment	25,000
MT20007	Regulatory Support & response Coordination	AKC Consulting	4,888
MT21002	Industry Annual Reports	Gasoline Group	1,412
MT21003	Consumer demand spaces for horticulture	Kantar Consulting Australia	3,759
MT21004	Consumer Behavioural Retail Data	Nielsen Connect Australia	33,121
MT21006	Hort Stats handbook	Retailworks	6,250
MT21007	Seasonal horticultural labour accommodation study	Strategic Project Partners	1,318
MT21008	National Bee Pest Surveillance program	Plant Health Australia	21,850

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MT21009	Export Trade Program	AUSVEG	118,945
MT21010	Economic Contribution of Australian Horticulture	Western Australian Agriculture Authority and Department of Primary Industries and Regional Development	4,030
MT21011	Food Service Foundational Insights	KPMG	7,673
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	JW Powell Holdings	1,961
MT21018	Phenomenom	Edible Adventures Productions	18,706
MT21201	Pilot program – consumer usage, attitude & brand tracking	Fifty-five 5	898
MT21202	Consumer usage and attitude research program	Fifty-five 5	3,103
VM18005	Melon market intelligence reports: Protocol & Non-protocol markets (combined with VM18006)	Fresh Intelligence Consulting	13,925
VM18008	Understanding and managing the role of honey bees in CGMMV epidemiology	Department of Industry, Tourism and Trade	80,501
VM20003	Melon Nutrition Education Program	Nutrition research Australia	65,334
VM20004	Business case to implement a marketing levy	Greenwood	60,480
VM20005	Melon Food Safety – Training, monitoring and support	Department of Regional NSW	455,000
VM20006	Melon Industry Communications Program	Australian Melon Association	73,934
VM20007	Effective control of Listeria on rock melons	AHR	90,550
VM21000	Melon Industry roadshow and conference (5yr)	Australian Melon Association	98,650
VM21001	Quality Improvements in the melon supply chain	Delytics	100,000
HA19007	Plant Biosecurity Research Initiative Plant Biosecurity Research Initiative Program	Plant Biosecurity Research Initiative	953

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ST21007	Australian horticulture international demand creation	Kantar Insights	2,438
VM20910	Industry advice & grower consultation	Hort Innovation	1,264
TOTAL			1,334,211