

Sweetpotato Fund R&D project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
HA19007	Plant Biosecurity Research Initiative Plant Health Australiase 2	Plant Biosecurity Research Initiative	629
MT17017	Vegetable Cluster Consumer Insights Program	ACNielsen (Holdings) Pty Ltd	14,666
MT18011	Ex-post impact assessment	Hort Innovation	7,132
MT18016	Leadership development program	Hort Innovation	2,068
MT19005	Horticulture Trade Data	IHS Global	4,076
MT19014	Field Testing for Fall Army Worm	State of Victoria through the Department of Jobs, Precincts and Regions	2,000
MT20003	SIP development Support	Hort Innovation	1,339
MT20007	Regulatory Support & response Coordination	AKC Consulting	2,329
MT21002	2020/21 Fund Annual Reports	Gasoline Group	1,715
MT21003	Consumer demand spaces for horticulture	Kantar Consulting Australia	2,384
MT21004	Consumer Behavioural Retail Data	Nielsen Connect Australia	13,421
MT21005	SARP Updates	AGK Services	4,750
MT21006	Horticulture Statistics Handbook 2021/22 to 2023/24	Retailworks	6,250
MT21011	Foodservice Foundational Insights	KPMG	6,542

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MT21012	Creative Campaign Evaluation	Cubery	1,508
MT21013	Fund Impact Assessment	JW Powell Holdings	2,317
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	JW Powell Holdings	1,244
MT21201	Pilot Program – Consumer Usage & Attitude and Brand Tracking	Fifty-five 5 Pty Ltd	569
MT21202	Consumer Usage & Attitude Tracking – FY22/23	Fifty-five 5 Pty Ltd	12,254
PW17000	Review of the Biosecurity Plan for the Sweet Potato Industry	Plant Health Australia	6,000
PW17001	Integrated farm management (IFM) to control nematodes in Sweetpotatoes	Department of Agriculture and Fisheries, Queensland	600,613
PW18002	Minor Use Permits	Hort Innovation	350
PW20000	Quality improvements in the Sweetpotato industry	Kitchener Partners	38,267
PW20001	Sweetpotato Nutrition Education program	Tender out	29,018
PW20003	Price Elasticity of demand for Sweetpotatoes	NCE Economics	27,110
PW20004	Export Strategy, market access and trade development	Turracraft	36,900
PW21000	Communications Program	Australian Sweetpotato Growers' Association	30,780
PW21001	Sweetpotato emerging Leaders program	Australian Sweetpotato Growers' Association	9,000
PW21002	Causes and management strategies for skin loss in sweetpotatoes	Department of Agriculture and Fisheries, Queensland	188,228
ST21007	Australian Horticulture International Demand Creation	Kantar Insights Australia	2,438
PW21910	Industry advice & grower consultation	Hort Innovation	663
TOTAL			1,056,560