

## Current contracted marketing projects

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

### Persimmon 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
PR23501	Persimmon marketing program FY24 – In-store sampling	53,274	26,637		
Total		53,274	26,637		