

# Hort Innovation



# Melons and Export



# Hort Innovation Constitution

(f) to promote and further the interests of the Horticultural Industries overseas, including in relation to:

- (i) the export of Australian horticultural products to;
- (ii) the sale and distribution of Australian horticultural products in; and
- (iii) the consumption of Australian horticultural products in, countries other than Australia;

The logo for Hort Innovation, featuring the words "Hort" and "Innovation" stacked vertically in a white, sans-serif font. The logo is positioned on a curved, teal-to-green gradient background that resembles a stylized leaf or a portion of a globe.

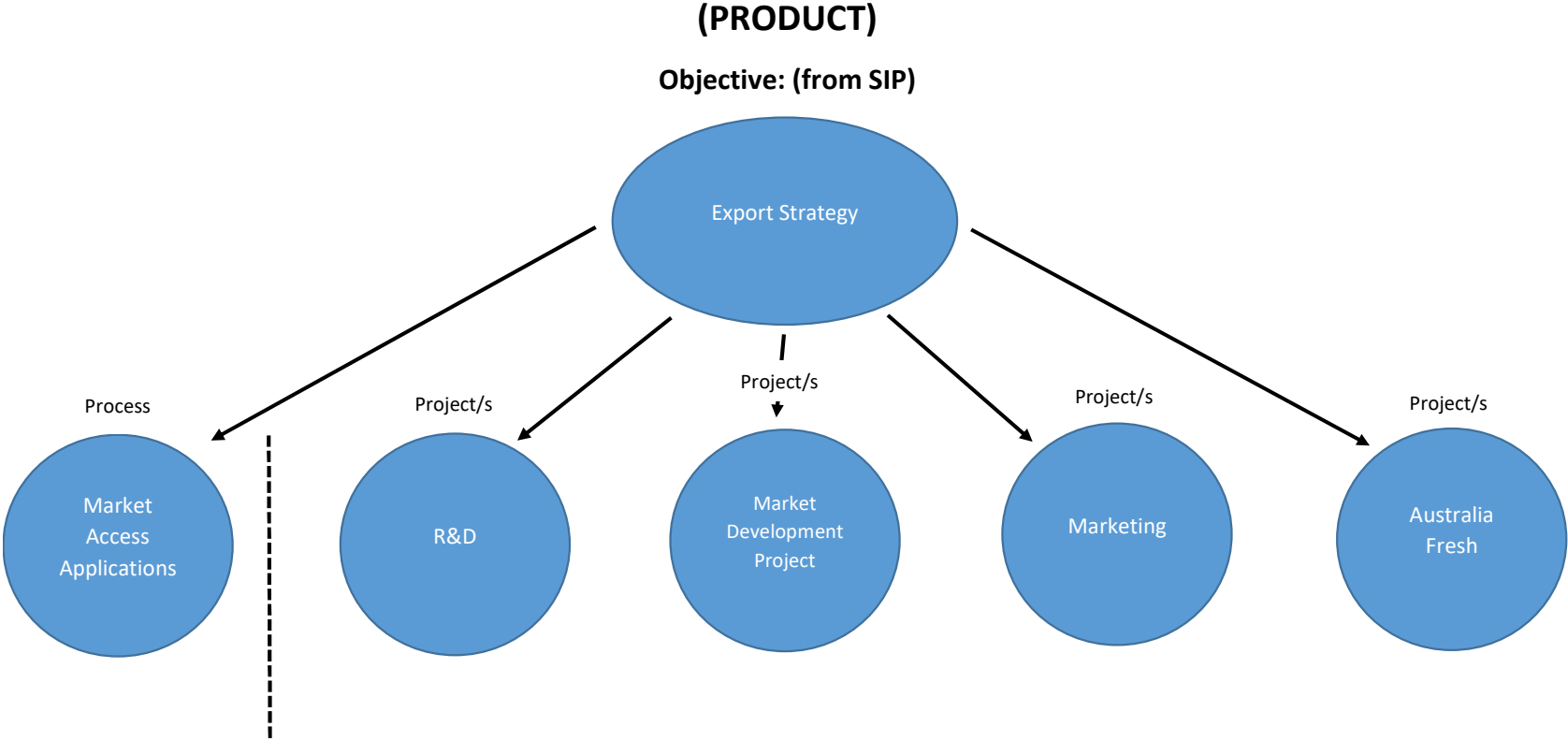
# Quick Summary

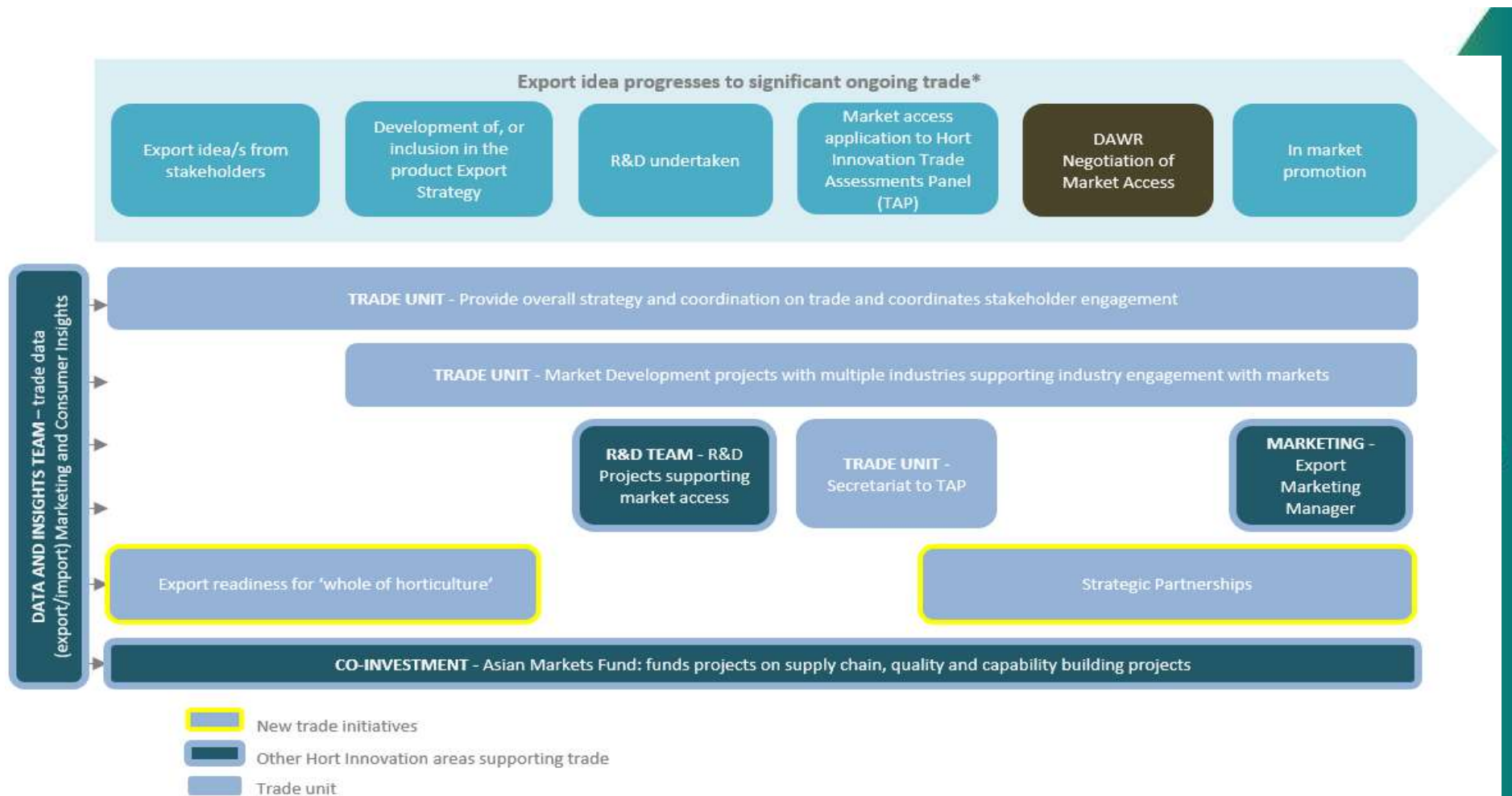
## Current Activity

- *Domestic* – Export Strategies
- *Domestic* - Market access R&D
- *Domestic* - Market Access Process
- *Domestic and International* - Market Development Projects
- *International* - Trade Shows
- *International* - Retail Promotion

The logo for Hort Innovation, featuring the words "Hort" and "Innovation" stacked vertically in a white, sans-serif font. The logo is positioned on a dark teal background that is part of a larger, curved graphic element on the right side of the slide.

# Trade and each levied Product



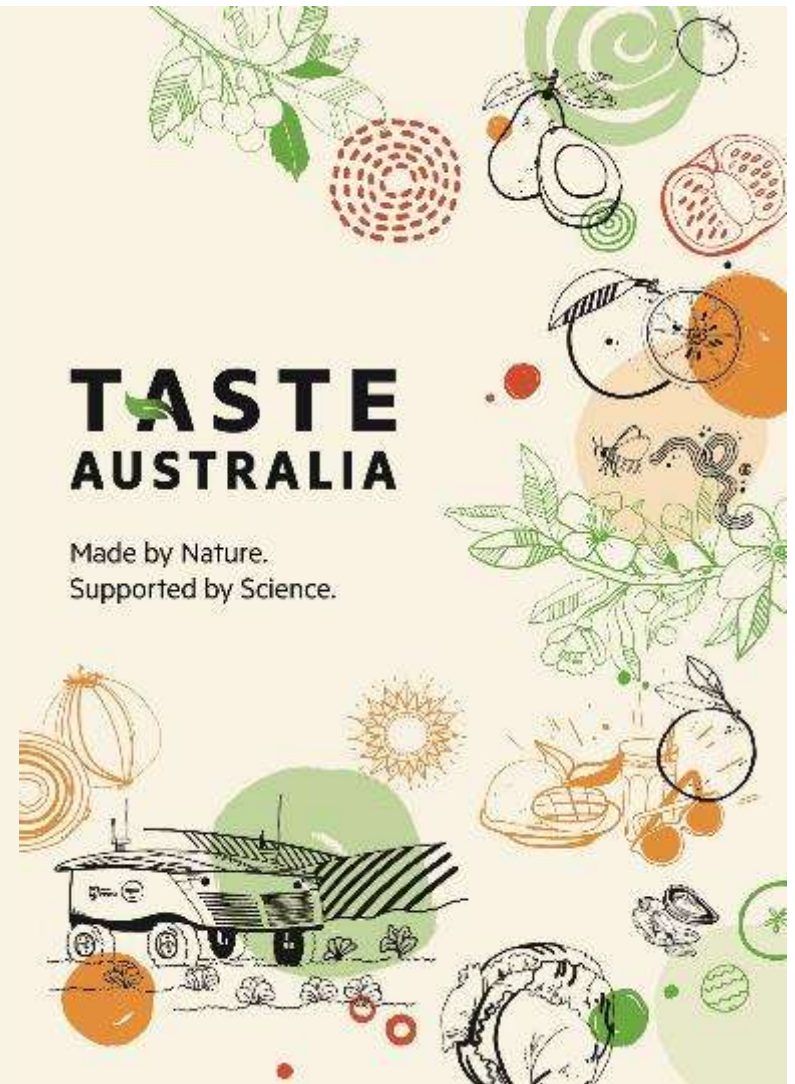


\* This is represented as a linear process for diagrammatic purposes only, a number of the steps in this process may take place simultaneously.



# What does it mean?

- 'From a beautiful place'
  - Australia's diverse landscapes
  - Pristine environment
- 'Reward yourself'
  - Product quality
  - Safe and nutritious
- 'Diversity and Abundance'
  - A piece of the Australian lifestyle



**Thank you**

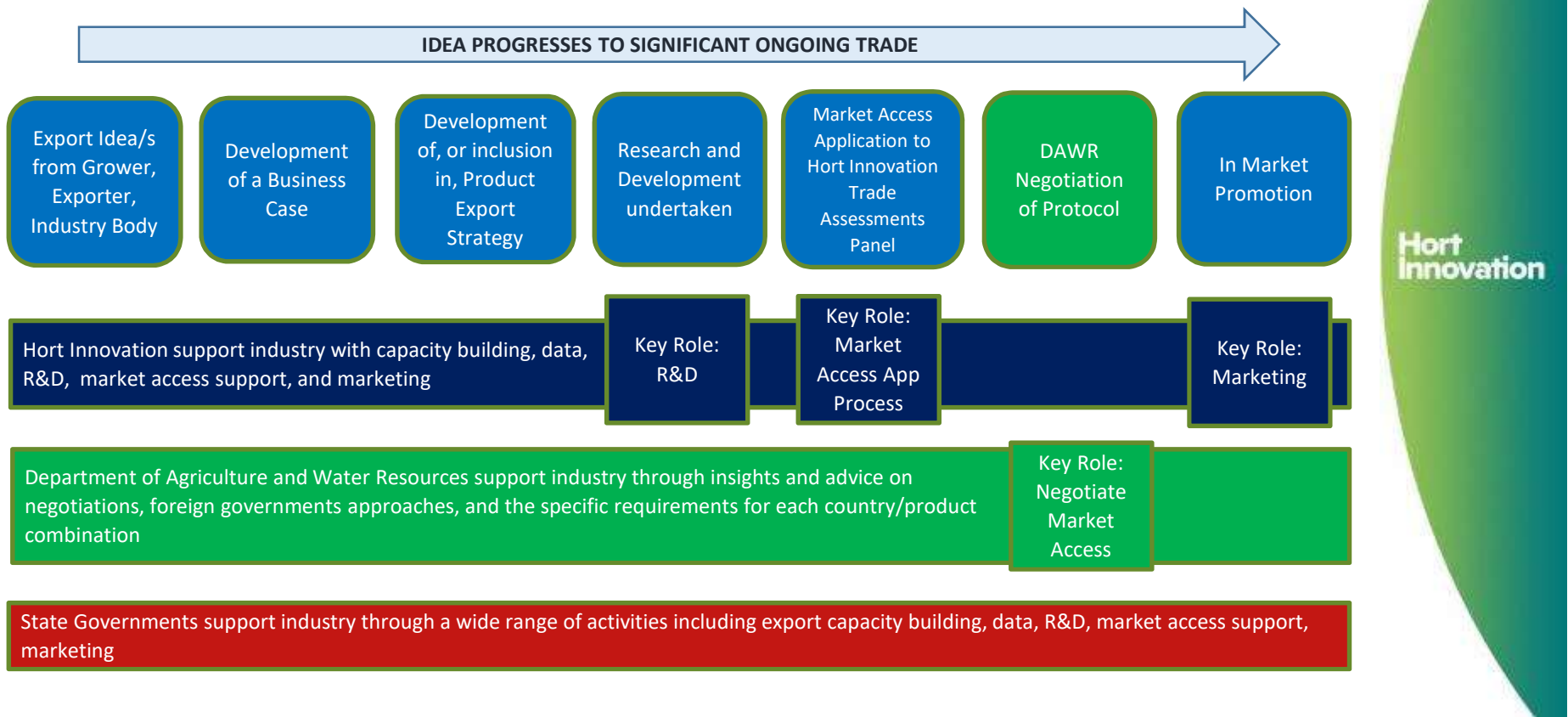
**Questions?**

The logo for Hort Innovation, featuring the text "Hort Innovation" in white, positioned on a vertical, curved gradient background that transitions from light green to dark teal.

**Hort  
Innovation**



# Role of Hort Innovation



# Functions within Hort Innovation

