



Fresh Passionfruit Overview

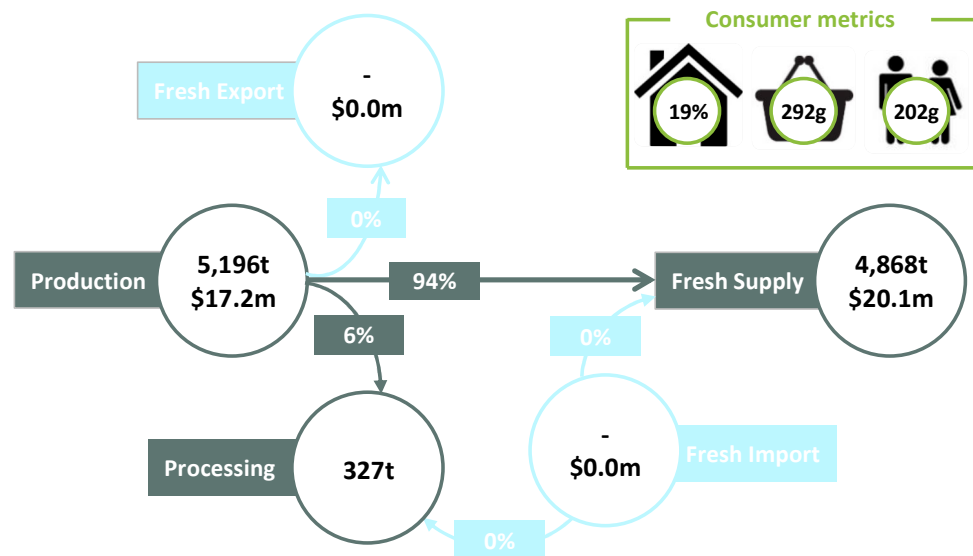
Passionfruit is grown in the north of Australia, with the majority grown in Queensland. The majority of Australian production is destined for the fresh market.

For the year ending June 2016:

- **5,196 t** was produced.
- The value of production was **\$17.2 m** while the wholesale value of the fresh supply was **\$20.1 m**.
- **19%** of Australian households purchased fresh passionfruit, buying an average of **292 g** per shopping trip.
- The consumption per capita was **202 g**, based on the volume supplied.



Fresh Passionfruit Supply Chain—Year Ending June 2016



Sources: ABS; AC; CFVIWA; GTA; Passionfruit Australia Inc. (PAI); MP & DD (Freshlogic Analysis)



Year Ending June	2014	2015		2016	
	Value	Value	% YoY	Value	% YoY
Production (t)	4,356	4,269	-2%	5,196	+22%
Production (\$m)	\$ 14.4	\$ 15.6	+8%	\$ 17.2	+10%
Producing Vines (000 Vines)	229	224	-2%	-	-
Fresh Export Volume (t)	-	-	-	-	-
Fresh Export Value (\$m)	\$ -	\$ -	-	\$ -	-
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value (\$m)	\$ -	\$ -	-	\$ -	-
Fresh Supply (t)	3,938	3,954	<1%	4,868	+23%
Fresh Supply Wholesale Value (\$m)	\$ 16.8	\$ 18.2	+8%	\$ 20.1	+10%
Consumption per Capita (kg supply)	0.17	0.17	>-1%	0.20	+21%

Sources: ABS; AC; CFVIWA; GTA; PAI; MP & DD (Freshlogic Analysis)

**Note: Production volumes of passionfruit has been modified from the quoted volumes published in the previous edition of the handbook (2014/15 edition).*

Major Passionfruit Production Areas

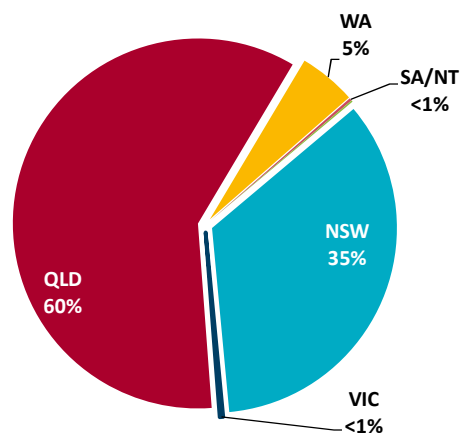
Passionfruit production occurs in the north of Australia. Major production areas include the **Wide Bay** region, **Cooktown**, **Daintree** and **Mareeba** in Far North Queensland and the **Sunshine Coast** in South East Queensland, and **Tweed Valley** in the north of New South Wales.



Sources: ABS; PAI



2015/16 Fresh Passionfruit Production by State



Sources: ABS; PAI

Fresh Passionfruit Seasonality by State

State	15/16 Tonnes	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New South Wales	1,800												
Victoria	16												
Queensland	3,109												
Western Australia	260												
SA/NT	11												
Availability legend			High		Medium		Low						

Source: PAI

