



Fresh Passionfruit Overview

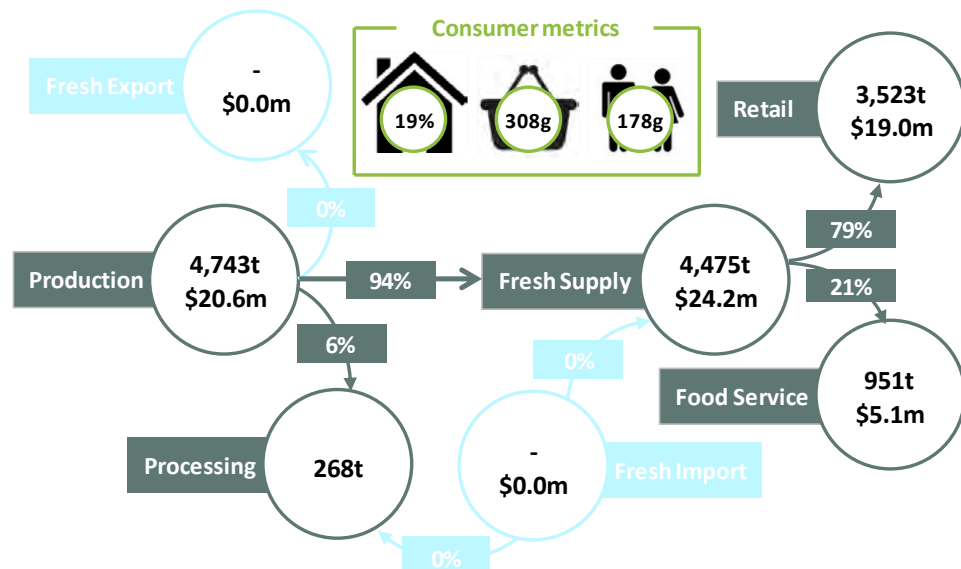
Passionfruit is grown in the north of Australia, with the majority grown in Queensland. The majority of Australian production is destined for the fresh market.

For the year ending June 2019:

- **4,743 t** produced and valued at **\$20.6 m**.
- The wholesale value of the fresh supply was **\$24.2 m**, with **\$19 m** distributed into retail and **\$5.1 m** into food service.
- **19%** of Australian households purchased fresh passionfruit, buying an average of **308 g** per shopping trip.
- The supply per capita was **178 g**, based on the volume supplied.



Fresh Passionfruit Supply Chain—Year Ending June 2019



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



Year Ending June	2017	2018		2019	
	Value	Value	% YoY	Value	% YoY
Production (t)	5,004	4,790	-4%	4,743	>-1%
Production (\$m)	\$ 19.0	\$ 16.8	-12%	\$ 20.6	+23%
Producing Vines (000 Vines)	-	-	-	-	-
Fresh Export Volume (t)	-	-	-	-	-
Fresh Export Value (\$m)	\$ -	\$ -	-	\$ -	-
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value (\$m)	\$ -	\$ -	-	\$ -	-
Fresh Supply (t)	4,688	4,488	-4%	4,475	>-1%
Fresh Supply Wholesale Value (\$m)	\$ 22.3	\$ 19.7	-12%	\$ 24.2	+23%
Supply per Capita (kg)	0.19	0.18	-6%	0.18	-1%

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

Major Passionfruit Production Areas

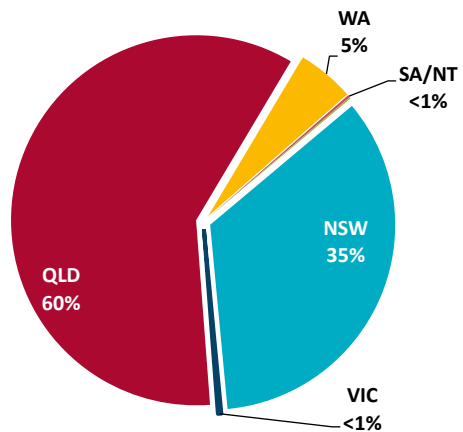
Passionfruit production occurs in the north of Australia. Major production areas include the **Wide Bay** region, **Cooktown**, **Daintree** and **Mareeba** in Far North Queensland and the **Sunshine Coast** in South East Queensland, and **Tweed Valley** in the north of New South Wales.



Source: PAI



2018/19 Fresh Passionfruit Production by State



Source: PAI

Fresh Passionfruit Seasonality by State

State	18/19 Tonnes	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New South Wales	1,643												
Victoria	5												
Queensland	2,847												
Western Australia	237												
SA/NT	10												
Availability legend		High		Medium		Low		None					

Source: PAI



Photo credit: James Stretch 2016