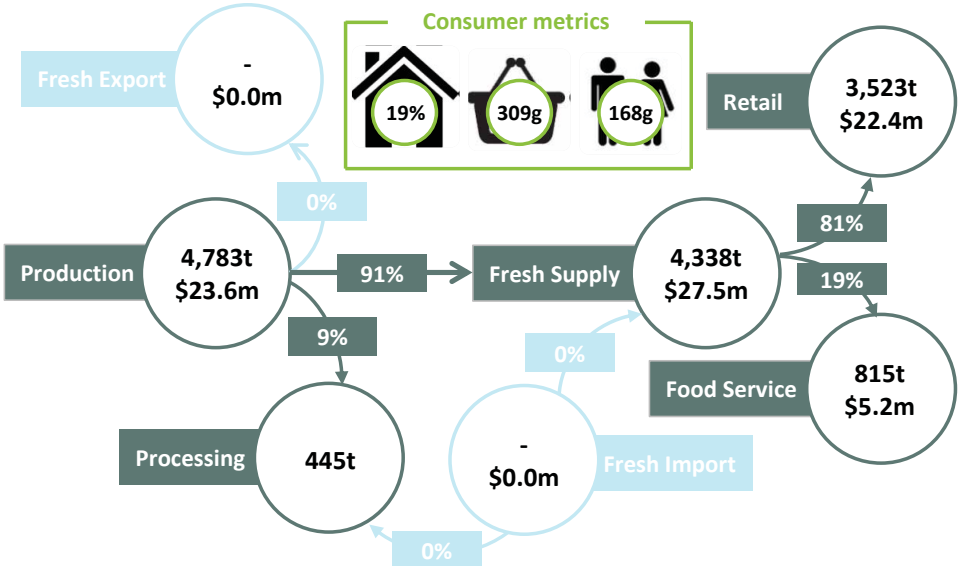
Fresh Passionfruit Overview

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 2020:

- **4,783 t** produced and valued at **$23.6 m.**
- The wholesale value of the fresh supply was **$27.5 m**, with **$22.4 m** distributed into retail and **$5.2 m** into food service.
- **19%** of Australian households purchased fresh passionfruit, buying an average of **309 g** per shopping trip.
- The supply per capita was **168 g**, based on the volume supplied.

Fresh Passionfruit Supply Chain—Year Ending June 2020

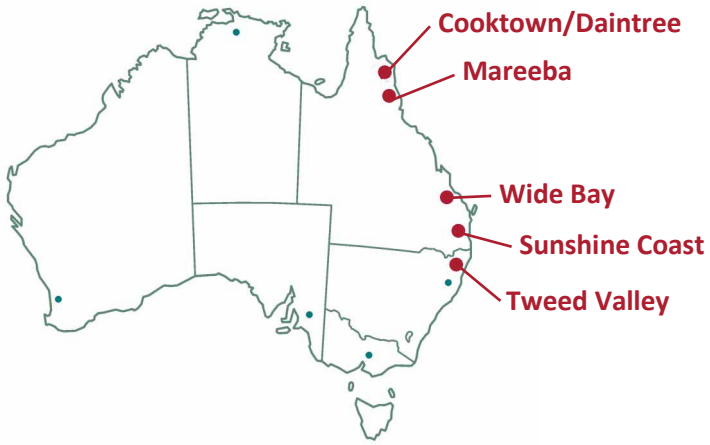


Sources: AC; CFVIWA; GTA; Passionfruit Australia Inc. (PAI); MP & DD (Freshlogic Analysis)

Year Ending June	2018	2019		2020	
	Value	Value	% YoY	Value	% YoY
Production (t)	4,790	4,469	-7%	4,783	+7%
Production ($m)	$ 16.8	$ 19.4	+16%	$ 23.6	+21%
Producing Vines (000 Vines)	-	-	-	-	-
Fresh Export Volume (t)	-	-	-	-	-
Fresh Export Value ($m)	$ -	$ -	-	$ -	-
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value ($m)	$ -	$ -	-	$ -	-
Fresh Supply (t)	4,488	4,216	-6%	4,338	+3%
Fresh Supply Wholesale Value ($m)	$ 19.7	$ 22.8	+16%	$ 27.5	+21%
Supply per Capita (kg)	0.18	0.17	-7%	0.17	<1%
Retail Supply (t)	-	3,319	+3%	3,523	+6%
Retail Supply Wholesale Value ($m)	$ -	$ 17.9	-4%	$ 22.4	+25%
Food Service Supply (t)	-	896	-	815	-9%
Food Service Wholesale Value ($m)	$ -	$ 4.8	+10%	$ 5.2	+7%

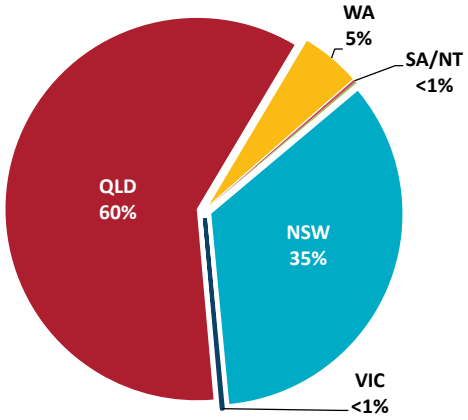
Sources: AC; CFVIWA; GTA; PAI; MP & DD (Freshlogic Analysis)

Major Passionfruit Production Areas



Source: PAI

2019/20 Fresh Passionfruit Production by State



Source: PAI

Fresh Passionfruit Seasonality by State

State	19/20 Tonnes	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New South Wales	1,657												
Victoria	5												
Queensland	2,871												
Western Australia	239												
SA/NT	11												

Availability legend		High		Medium		Low		None

Source: PAI

Passionfruit

Photo credit: James Stretch 2016