



## Fresh Passionfruit Overview

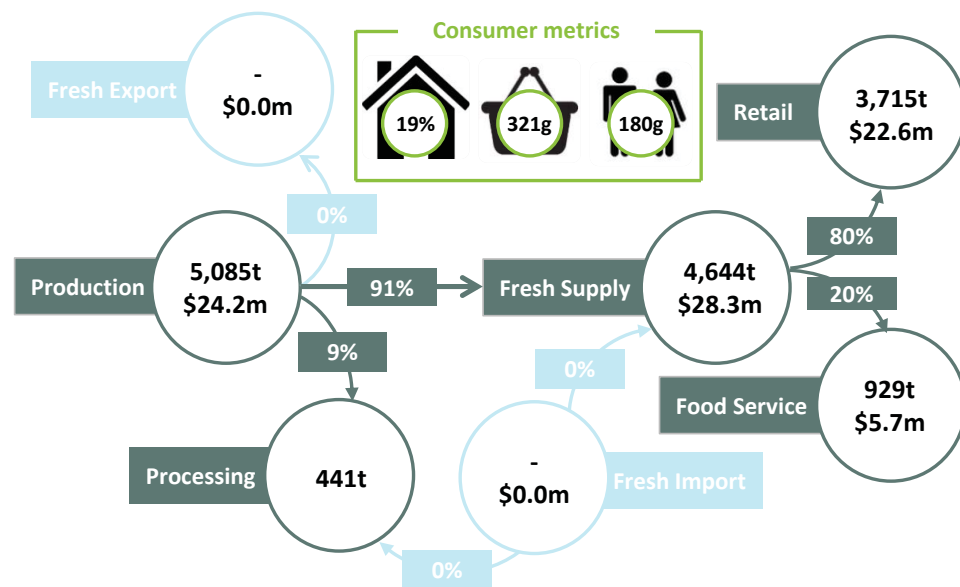
Passionfruit is grown in the north of Australia, with the majority grown in Queensland. The majority of Australian production is destined for the fresh market.

For the year ending June 2021:

- **5,085 t** produced and valued at **\$24.2 m**.
- The wholesale value of the fresh supply was **\$28.3 m**, with **\$22.6 m** distributed into retail and **\$5.7 m** into food service.
- **19%** of Australian households purchased fresh passionfruit, buying an average of **321 g** per shopping trip.
- The supply per capita was **180 g**, based on the volume supplied.



## Fresh Passionfruit Supply Chain—Year Ending June 2021



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



| Year Ending June                    | 2019    | 2020    |       | 2021    |       |
|-------------------------------------|---------|---------|-------|---------|-------|
|                                     | Value   | Value   | % YoY | Value   | % YoY |
| Production (t)                      | 4,469   | 4,783   | +7%   | 5,085   | +6%   |
| Production (\$m)                    | \$ 19.4 | \$ 23.6 | +21%  | \$ 24.2 | +3%   |
| Producing Vines (000 Vines)         | -       | -       | -     | -       | -     |
| Fresh Export Volume (t)             | -       | -       | -     | -       | -     |
| Fresh Export Value (\$m)            | \$ -    | \$ -    | -     | \$ -    | -     |
| Fresh Import Volume (t)             | -       | -       | -     | -       | -     |
| Fresh Import Value (\$m)            | \$ -    | \$ -    | -     | \$ -    | -     |
| Fresh Supply (t)                    | 4,216   | 4,338   | +3%   | 4,644   | +7%   |
| Fresh Supply Wholesale Value (\$m)  | \$ 22.8 | \$ 27.5 | +21%  | \$ 28.3 | +3%   |
| Supply per Capita (kg)              | 0.17    | 0.17    | <1%   | 0.18    | +7%   |
| Retail Supply (t)                   | 3,319   | 3,523   | +6%   | 3,715   | +5%   |
| Retail Supply Wholesale Value (\$m) | \$ 17.9 | \$ 22.4 | +25%  | \$ 22.6 | +1%   |
| Food Service Supply (t)             | 896     | 815     | -9%   | 929     | +14%  |
| Food Service Wholesale Value (\$m)  | \$ 4.8  | \$ 5.2  | +7%   | \$ 5.7  | +9%   |

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

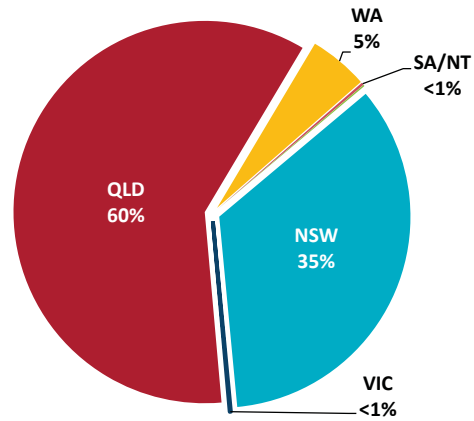
## Major Passionfruit Production Areas



Source: PAI



## 2020/21 Fresh Passionfruit Production by State



Source: PAI

## Fresh Passionfruit Seasonality by State

| State               | 20/21 Tonnes | Jul  | Aug | Sep    | Oct | Nov | Dec | Jan  | Feb | Mar | Apr | May | Jun |
|---------------------|--------------|------|-----|--------|-----|-----|-----|------|-----|-----|-----|-----|-----|
| New South Wales     | 1,762        |      |     |        |     |     |     |      |     |     |     |     |     |
| Victoria            | 5            |      |     |        |     |     |     |      |     |     |     |     |     |
| Queensland          | 3,053        |      |     |        |     |     |     |      |     |     |     |     |     |
| Western Australia   | 254          |      |     |        |     |     |     |      |     |     |     |     |     |
| SA/NT               | 11           |      |     |        |     |     |     |      |     |     |     |     |     |
| Availability legend |              | High |     | Medium |     | Low |     | None |     |     |     |     |     |

Source: PAI



Photo credit: James Stretch 2016