

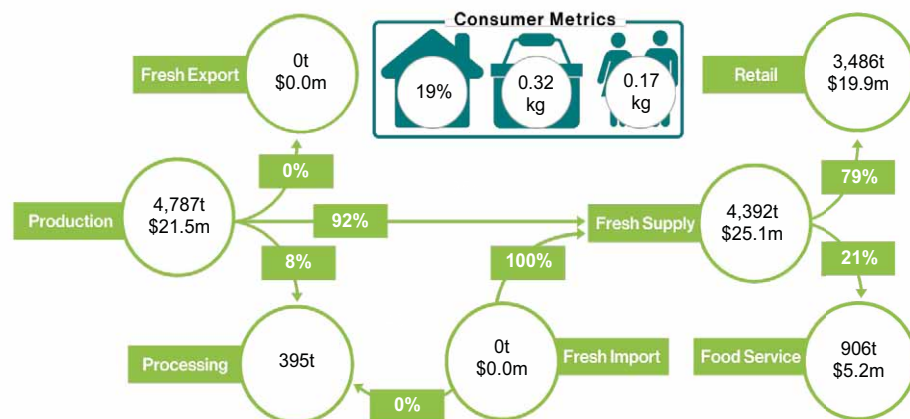
Passionfruit





Fresh Passionfruit Overview

FRESH PASSIONFRUIT SUPPLY CHAIN – YEAR ENDING JUNE 2022



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

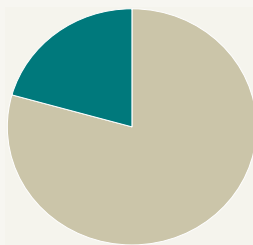
TOTAL PRODUCTION:



\$21.5M

4,787t produced and valued at **\$21.5M** with 8% sent to be processed.

RETAIL VS FOOD SERVICE:



■ Retail 79% ■ Food Service 21%

The wholesale value of the fresh supply was **\$25.1M**, with **\$19.9M** distributed into retail and **\$5.2M** into food service.

CONSUMER METRICS:



19%

19% of Australian households purchased passionfruit, buying an average of **321g** per shopping trip.

PER CAPITA CONSUMPTION:

0.17kg



in 2021/22 based on the volume supplied.

YEAR ENDING JUNE	2020	2021		2022	
	Value	Value	%YoY	Value	%YoY
Production (t)	4,783	5,085	+6%	4,787	-6%
Production (\$m)	\$23.6	\$24.2	+3%	\$21.5	-11%
Production area (Ha)	-	-	-	-	-
Fresh Export Volume (t)	-	-	-	-	-
Fresh Export Value (\$m)	\$-	\$-	-	\$-	-
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value (\$m)	\$-	\$-	-	\$-	-
Fresh Supply (t)	4,338	4,644	+7%	4,392	-5%
Fresh Supply Wholesale Value (\$m)	\$27.5	\$28.3	+3%	\$25.1	-11%
Supply per Capita (kg)	0.17	0.18	+7%	0.17	-4%
Retail Supply (t)	3,523	3,715	+5%	3,486	-6%
Retail Supply Wholesale Value (\$m)	\$22.4	\$22.6	+1%	\$19.9	-12%
Food Service Supply (t)	815	929	+14%	906	-2%
Food Service Wholesale Value (\$m)	\$5.2	\$5.7	+9%	\$5.2	-9%

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Fresh Passionfruit Production

MAJOR PRODUCTION AREAS



Source: PAI

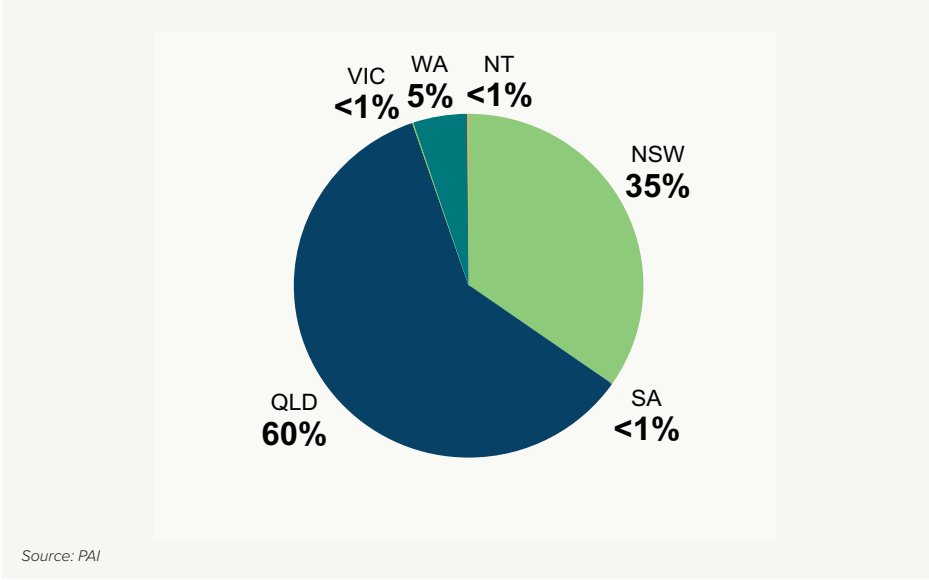
Passionfruit is grown in the north of Australia, with the majority grown in Queensland. The majority of Australian production is destined for the fresh market.

PRODUCTION WINDOW:



Year-round

2021/22 FRESH PASSIONFRUIT PRODUCTION BY STATE



2021/22 FRESH PASSIONFRUIT SEASONALITY BY STATE

State	Volume (t)	Value (\$m)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Queensland	2,874	\$12.9	Medium	Medium	Low	Low	Low	High	High	Medium	Medium	Medium	Medium	Medium
New South Wales	1,659	\$7.4	Medium	Medium	Low	Low	Low	Low	Medium	Medium	Medium	Medium	Medium	Medium
Western Australia	239	\$1.1	Medium	Medium	None	None	None	None	None	None	None	Low	Low	Low
Victoria	5	\$0.0	Medium	Medium	None	None	None	Medium	Medium	Medium	Medium	Medium	Medium	Medium
South Australia	5	\$0.0	Medium	Medium	None	None	None	None	None	None	None	None	Medium	Medium

Availability legend: High (Dark Blue), Medium (Green), Low (Light Green), None (Grey)

Source: PAI