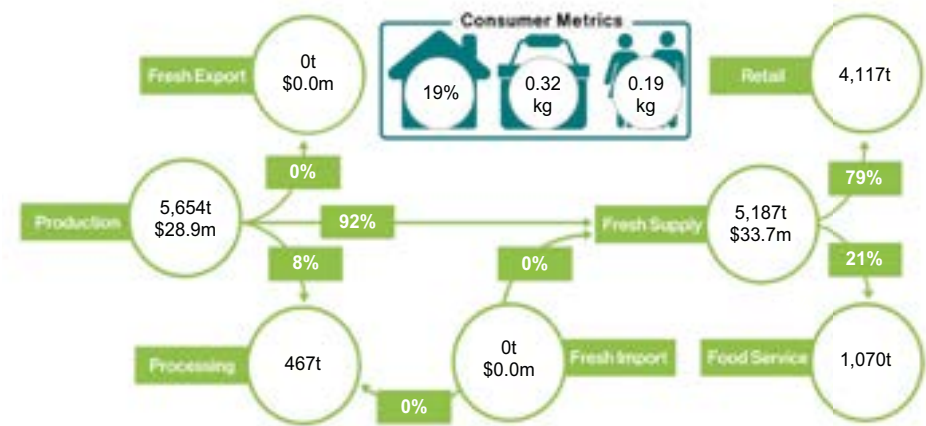


Passionfruit

A close-up photograph of several passionfruits on a dark, textured surface. One fruit in the foreground is cut open, revealing its bright yellow, seed-filled pulp. Other whole and partially cut fruits are visible in the background.

Fresh Passionfruit Overview

FRESH PASSIONFRUIT SUPPLY CHAIN – YEAR ENDING JUNE 2024

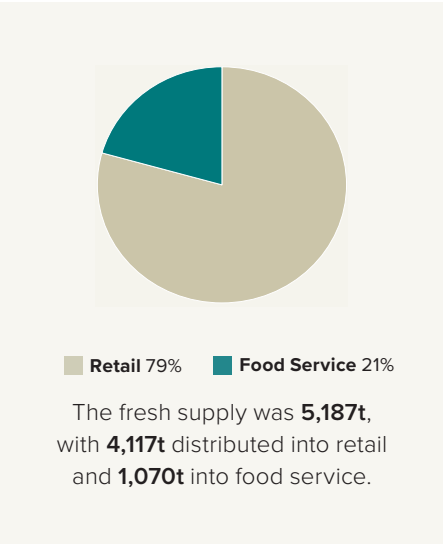


Sources: AC; CFVIWA; GTA/TDM; Passionfruit Australia Inc. (PAI); MP & DD (Freshlogic Analysis)

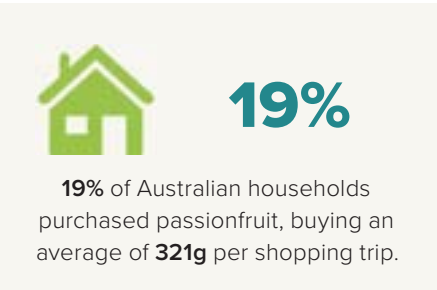
TOTAL PRODUCTION



RETAIL VS FOOD SERVICE



CONSUMER METRICS



PER CAPITA CONSUMPTION



YEAR ENDING JUNE	2022	2023		2024	
	Value	Value	% YoY	Value	% YoY
Production (t)	4,787	4,711	-2%	5,654	+20%
Production (\$m)	\$21.5	\$29.6	+38%	\$28.9	-2%
Fresh Export Volume (t)	-	-	-	-	-
Fresh Export Value (\$m)	\$-	\$-	-	\$-	-
Fresh Import Volume (t)	-	-	-	-	-
Fresh Import Value (\$m)	\$-	\$-	-	\$-	-
Fresh Supply (t)	4,392	4,322	-2%	5,187	+20%
Fresh Supply Wholesale Value (\$m)	\$25.1	\$34.5	+38%	\$33.7	-2%
Supply per Capita (kg)	0.17	0.16	-3%	0.19	+16%
Retail Supply (t)	3,486	3,430	-2%	4,117	+20%
Retail Supply Wholesale Value (\$m)	\$19.9	\$27.4	+38%	\$26.8	-2%
Food Service Supply (t)	906	892	-2%	1,070	+20%
Food Service Wholesale Value (\$m)	\$5.2	\$7.1	+38%	\$7.0	-2%

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

Fresh Passionfruit Production

MAJOR PRODUCTION AREAS

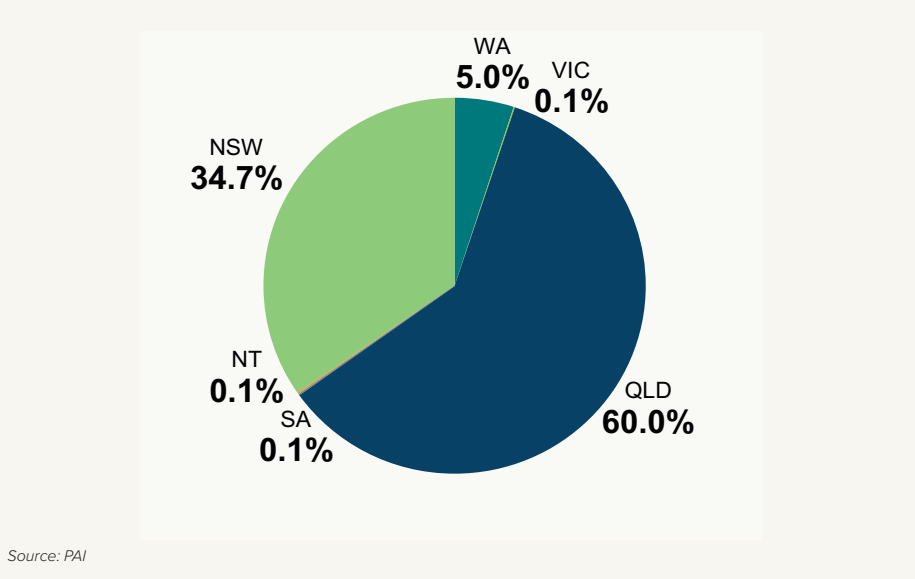


Source: PAI

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.



2023/24 FRESH PASSIONFRUIT PRODUCTION BY STATE



2023/24 FRESH PASSIONFRUIT SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Queensland	3,394	Medium	Medium	Low	Low	Low	High	High	Medium	Medium	Medium	Medium	Medium
New South Wales	1,959	Medium	Low	Low	Low	Low	Low	Medium	Medium	Medium	Medium	Medium	Medium
Western Australia	283	Low	Low	None	None	None	None	None	None	None	Low	Low	Low
Northern Territory	7	Low	Low	None	None	None	None	None	None	None	None	Low	Low
Victoria	6	Low	Low	None	None	None	Low	Low	Low	Low	Low	Low	Low
South Australia	6	Low	Low	None	None	None	None	None	None	None	None	Low	Low

Availability legend: High Medium Low None

Source: PAI