

Industry Resources Update

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Check out the new Resource Library at passionfruitaustralia.org.au

The new website Resource Library will house all available tools and resources that are generated by Passionfruit Australia, as well as a set of historical resources collected together across all the Australian passionfruit and horticulture industries where these are still relevant – all in one simple searchable digital library at bit.ly/PAI-RL

Types of resources:

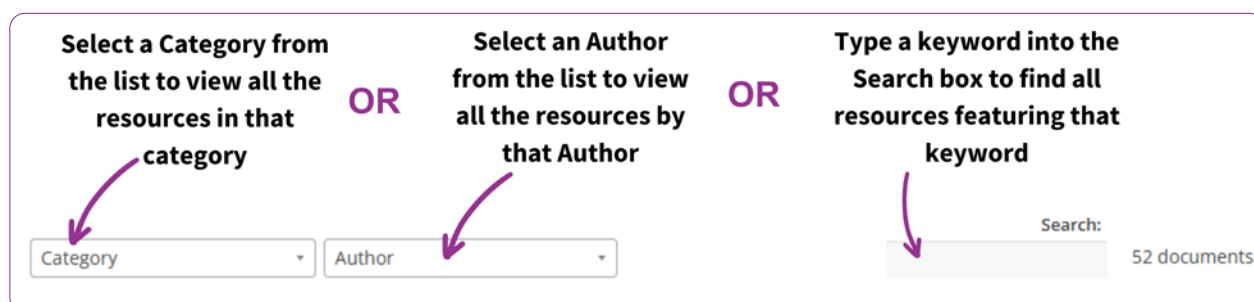
- All articles from The Passion Vine magazine from the Spring 2017 edition onwards in downloadable PDF format will be added over time
- Factsheets, posters, videos, links to webinar recordings or case studies that have been produced over the last decade in horticulture that have useful information for passionfruit growers
- Links to related industry websites which provide specialist resources or grower support in areas like irrigation & nutrient management, pest & disease management, business & labour management, and emerging technologies.

How do I access the Resource Library?

1. Use this shortcode bit.ly/PAI-RL to open the library directly in your web browser or navigate to passionfruitaustralia.org.au and select **RESOURCE LIBRARY** from the menu bar



2. You can filter the library by Category **OR** Document Author **OR** you can enter a keyword into the Search box to find all items related to that word



3. Click on the 'Click here' icon to open the resource item or link

Hort Stats Handbook Passionfruit 2015-16	A handbook of industry data collated by Hort Innovation	Hort Innovation, Industry, Market Data	Freshlogic, Hort Innovation	Click here	Click to open the item 
Hort Innovation Passionfruit Fund Strategic Investment Plan 2022-2026	The passionfruit SIP 2022-2026 provides a roadmap to guide Hort Innovation's investment of passionfruit industry levies and Australian Government contributions, ensuring investment decisions are aligned with industry priorities.	Hort Innovation, Industry	Hort Innovation	Click here	
Chemical Access: AgChem Update March 2025	Produced as part of Hort Innovation levy funded project MT24008 – Regulatory Support & Response Co-ordination, this report contains a summary of various regulatory issues and chemical reviews currently underway both locally and internationally.	Chemicals, Hort Innovation, Industry	DTS Regulatory Consultants, Hort Innovation	Click here	
Report: The Pulse of the Paddock 2025	The second annual Pulse of the Paddock report provides the collective voice of almost 700 Rural Aid registered farmers from across Australia. This report provides a candid insight into many of the challenges farmers confront on a daily basis, particularly when it comes to their mental health and wellbeing, aided and abetted by ongoing financial pressure which continues to weigh heavily on families – especially those impacted by recent disaster events.	Industry, Mental Health	Rural Aid	Click here	

Industry Tools

Passionfruit Australia has produced a series of tools to assist growers over the years.

The following are available to Australian Passionfruit Growers to purchase directly from the website at bit.ly/PAI-Tools:



Problem Solver Field Guide

\$25

This guide has been written to help growers quickly identify problems that may occur in their passionfruit plantations and provide information on how to manage these problems.

The guide is divided into six sections, colour-coded on the edge of the pages to make it easier to locate the relevant section.

Grading & Defect Posters

Each pack \$40

These A2 sized posters have been developed to help growers quickly identify defects and grade their passionfruit at the time of packing.

Each pack contains 3 copies of the Grading posters & 3 copies of the Defect posters.

The packs are available for Purple passionfruit and Panama/Pandora passionfruit.



Market Insights

Thanks to a series of investments made by Hort Innovation on behalf of hort industries, we now have access to a range of tools which provide insights into how consumers are purchasing fruit and vegetables. Used correctly this data can help guide consumer marketing programs, packaging development and even guide long term breeding programs.

HARVEST TO HOME

Harvest to Home is an analytics tool, developed by Nielsen and Hort Innovation, providing insights on marketing performance and shopper behaviour trends. It is an online tool that is free to access with data updates at least twice a year in each category. This project has been funded by Hort Innovation, using the Australian Horticulture research and development levies, and contributions from the Australian Government.

Visit www.harvesttohome.net.au/fruitmushroomnuts/latest-highlights/passionfruit to see the latest passionfruit data.

Hort Innovation Hort IQ

Hort IQ provides consumer and customer data and insights on Australian horticulture. It is Hort Innovation's new one-stop shop for powerful consumer insights designed to fuel growth.

At Hort IQ you can find out about:

- **The market landscape:** Gain a clear picture of the Australian retail landscape
- **Consumer needs:** Understand what drives fruit and vegetable choices in Australia
- **Buying trends:** Stay ahead of the curve with insights into purchasing habits
- **Consumer perceptions:** Discover how Australians view your products

Access to Hort IQ is available to eligible people engaged in growing, marketing, selling and development of Australian horticulture. Access is free for growers, Hort Innovation members and Peak Industry Bodies. This project is funded by Hort Innovation using multi-industry strategic levies and contributions from the Australian Government.

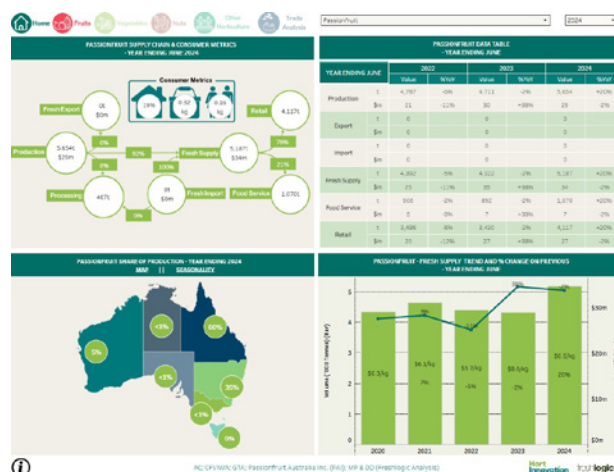
Visit the Hort IQ portal at www.hortiq.com.au to register.

Horticulture Statistics Handbook



The nation's most comprehensive source of Australian horticulture data. The annual Australian Horticulture Statistics Handbook offers the most comprehensive and up-to-date data available on more than 75 horticultural products including fruit, nuts, vegetables, nursery, turf, and cut flowers.

Drawing on data from several supply chain sources, including international trade statistics and industry peak bodies, the Handbook includes information on retail and foodservice use, exports and imports, share of production by State and Territory, wholesale value, and volume. This project has been funded by Hort Innovation, using multi-industry levy and Australian Government contributions.



You can view the latest edition online in an interactive dashboard at bit.ly/HSR-23-24 or to see previous years, visit the industry Resource Library at bit.ly/PAI-RL and search for 'stats'.

Hort Innovation