

Strengthening Supply & Growing Our Industry

Article provided by Jetbest Group

PassionBurst™ passion fruit are improving the consumer and in store experience to support long term industry growth

The Jetbest Oz Pash varietal development program is now in its fourth year and is continuing to invest in the refinement of the agronomic characteristics and crop performance required to develop and deliver excellent quality passionfruit at sustainable volumes, and the hard work is paying off. Consumers and retailers alike are attributing industry growth to the improved availability, eating and instore experience.

Characterised by large and heavy fruit with a dusting of white speckle, PassionBurst™ is now grown in commercial quantities by twenty-two experienced growers stretching from Far North Queensland to Northern New South Wales.

Passionate lead growers, Shane Adams & Tim Johnson are proud of the always improving quality and standard of the fruit now being sold. Their work in mentoring the group and in supporting the next generation of younger growers such as, Jim Li (Glasshouse Mountain region SE QLD), and Peter Bambling (Gympie Region SE QLD), is pivotal to the success of the program and long-term sustainability of the industry.

There are currently over 120,000 vines in the ground, which will expand as growers reach their capacities over the next 12-24 months. Additional plantings coupled with the experience and learnings from previous years is allowing growers to develop farming schedules to support and supply additional volume. In turn, reliable supply of fruit allows customers to access PassionBurst™ year-round and benefits all members of the supply chain from farm to plate.

The team's commitment to quality and supply can be thanked for the improved results we are seeing industry wide. The Australian Horticulture Statistics Handbook

2023/24* released by Hort Innovation, recorded a 20% growth in passionfruit production volumes during 2024 compared to the previous year. We believe much of this growth is attributed to our project.

Fresh supply, food service and retail channels have also each recorded growth in both volume and value. The demand initially felt in the Brisbane and Sydney markets is now being seen in independent retailers and supermarkets, where this next generation passionfruit variety is performing well. When displayed on shelves, the fruit is aesthetically pleasing, the firm shiny skin and large heavy pieces of fruit entice consumers to purchase, and the taste does not disappoint. When opened, PassionBurst™ spills juice and is filled with sensational flavour and pulp.

The Australian Horticulture Statistics Handbook 2023/24 went on to report 19% of the 9.4 million households surveyed, are now purchasing passionfruit each year, equalling seven shopping occasions each year, per household. This presents us with several opportunities for PassionBurst™ to be front and centre, and as expected, the surprise and delight of the eating experience, is driving additional consumption by consumers.

Passionfruit can be eaten alone as a snack by simply cracking it open and grabbing a spoon – it can also be added to yoghurt, juices, smoothies, cereal, and fruit salads, but be warned, when cutting open PassionBurst™, do so over a bowl! You don't want to waste a drop of the delicious juice! Passionfruit is packed with vitamin A and C, has excellent levels of fibre and potassium, and is under 100 calories.

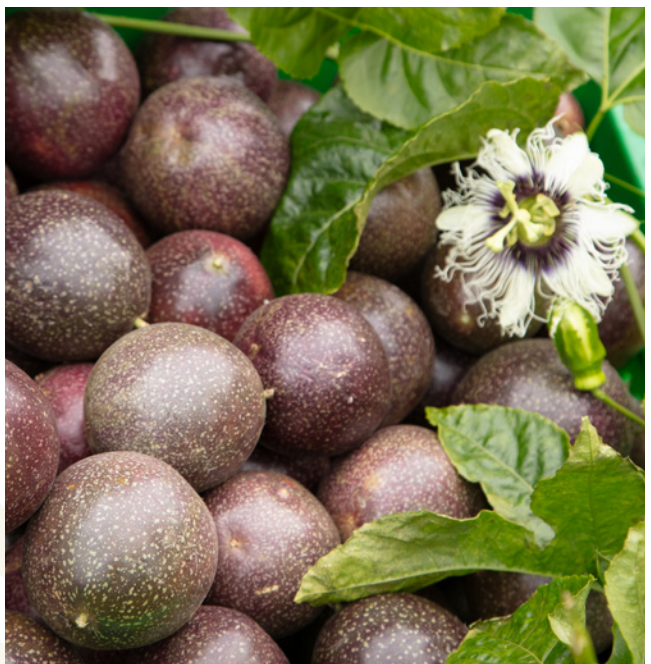
PassionBurst™ next generation passionfruit is available in independent green grocers and supermarkets, so keep an eye out for the bright orange packaging!

* The Australian Horticulture Statistics Handbook for the year ending 30 June 2024 is published by Hort Innovation. It was produced by the multi-industry levy investment Australian Horticulture Statistics Handbook 2021-22 to 2023-24





Boxes of PassionBurst™ available exclusively from JE Tipper in the Brisbane and Sydney markets





PassionBurst™ Cracked open & enjoyed as a snack!

All photos credit: Luke Parminster, Photographer courtesy of Jetbest Group

Grower Driven, Consumer Focused

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Burst Passionfruit



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