

New varieties deliver a juicy, taste sensation!

Jetbest is working with growers to improve the customer experience

Article provided by Jetbest Group

In 2021, Australia's largest wholesaler and national retailer supplier of passionfruit – Jetbest - committed to a long-term partnership to invest in the development of improved passionfruit varieties that Aussies would love. By combining their expertise with a group of innovative growers, Jetbest has been able to live their mission of connecting growers to consumers.

The opportunity to reinvigorate the market, and excite consumers with a delicious new offer, was an opportunity the group were ready to explore.

With over thirty years and two generations of experience growing, marketing, and selling passionfruit, the group was able to create a breeding program focussed on improving agronomic characteristics and crop performance.

This leading-edge innovation has set the partnership in motion to produce significant volumes of an improved passionfruit.

In May 2022, the first of the new varieties characterised by heavy fruit with sensational flavour, juice, and pulp were introduced to the produce market. The delicious eating experience quickly gained market share and motivated the group to continue to trial combinations and varieties.

Work on farm and with agronomists is continuing and there are currently eight new varieties of grafted passionfruit falling into three styles; standard small black, large oval 'exotic' flavour, and large 'tropical' types being sold nationally.

The partnership now includes thirteen commercial growers and five trial sites. Of the next round of twenty-five new varieties being trialled, the major

growing areas will include Coffs Harbour, Tweed Valley, Northern NSW, as well as Gympie, Bundaberg, and Far North Queensland regions. These trials are resulting in several hundred new selections, from which future product developments will be chosen.

As with many new privately developed crops all varieties are covered by 'Plant Breeders Rights'. Plant breeders' rights, also known as plant variety rights, are rights granted to the breeder of a new variety of plant that give the breeder exclusive control over the propagating material and harvested material of a new variety for a number of years.

Australian consumption of passionfruit continues to stall with only 14% of households purchasing on average four times per year*.

The developing varieties are expected to delight consumers. With the sensational flavour profile, once they try them, consumers will love them! They are juicier, and these fruits are the perfect snack, topping or addition for consumers.

For growers, they provide a sustainable whole of crop offer by also being suitable for value-add offers such as juicing and pulp. Connecting growers to consumers, no matter how they consume the fruit, delivers better outcomes for all.

In further support of the consumer at-home experience, Jetbest introduced passionfruit flow-wrapped for extra freshness into national retailers. This breathable packaging has delivered improved shelf presentation and significantly reduced shrinkage in store and created the first step in a longer-term strategy to drive consumption.

The partnership is also working to develop an engaging online and in store consumer facing brand, and it is expected that the combination of an excellent product and an engaging campaign will drive category growth, increase household penetration and frequency of purchase.



One of the new Tropical types in commercial production with deep purple large fruit and good vine vigour. Source: Jetbest Group



One of the new varieties full of juicy pulp. Source: Jetbest Group

... And with consumer feedback like this, we are confident we are on track!

My family stopped buying passionfruit because they were too often small, thick skinned, lacking flesh, and tart. I tried a box of Jetbest passionfruit, and it was what I had wanted passionfruit to be.

Sweet, generously sized and full of flavourful flesh. My kids, who rarely eat fruit voluntarily, ate the whole box in one weekend. It means we're passionfruit eaters again!

— Suzanne, Mother of 3 & regular customer at a Brisbane Greengrocer

Grower Driven, Consumer Focused
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