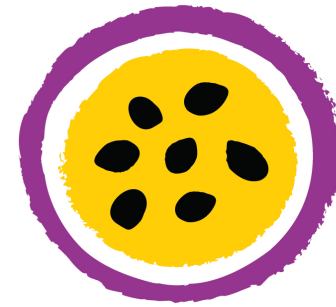


A close-up photograph of a passionfruit vine. The image shows several large, vibrant green leaves with serrated edges. Two round, brownish-purple passionfruits are visible, one in the lower left and another slightly behind it to the right. The background is a soft-focus mix of green foliage and a bright, hazy light source, creating a warm, natural atmosphere.

**Hort
Innovation**



**PASSION
FRUIT**
AUSTRALIA INC.

*Passionfruit Industry
Communications
Project*

*Field Day - Maroochy
Research Facility*

24 October 2025

Communications Project

- PAI is Hort Innovation's delivery partner with Passionfruit R&D Funds
- Five-year project from September 2025
- Deliverables:
 - Annual printed publication of The Passion Vine Magazine
 - Quarterly e-Newsletter
 - Two regional field days annually
 - Regular update of Passionfruit website
 - Workshops and field days with another small tropical industries
 - Grower Surveys

Program

- 10:00 – 10:10 Introduction by PAI
- 10:10 – 12:30 UQ Presentation and Trial Vine Walk – Patrick Mason
- 12:30 – 1:20 Lunch and networking
- 1:00 – 1:20 PAI AGM (PAI financial members only)
- 1:20 – 2:00 Hort Innovation Passionfruit Industry Strategic Plan – Louise Pavihi and Gemma Berger
- 2:00 – 2:30 Generation of Chemical Data – Magdel Mellet, Hort Innovation
- 2:30 Close
- 3:00 – 4:00 Networking Woombye Pub

Passionfruit Industry – Production/Pricing Trends

Production – stable, variety challenges

Price – Variable

Costs – Rising

Market – Increasingly concentrated

Biosecurity – Risk management

Production	2018	2019	2020	2021	2022	2023	2024	2025
Tonnes	4,790	4,469	4,783	5,085	4,787	4,711	5,654	
\$	16.8	19.4	23.6	24.2	21.5	29.6	28.9	
Av \$/kg	3.50	4.34	4.93	4.76	4.49	6.28	5.11	

Source: Australian Horticulture Statistics Handbooks

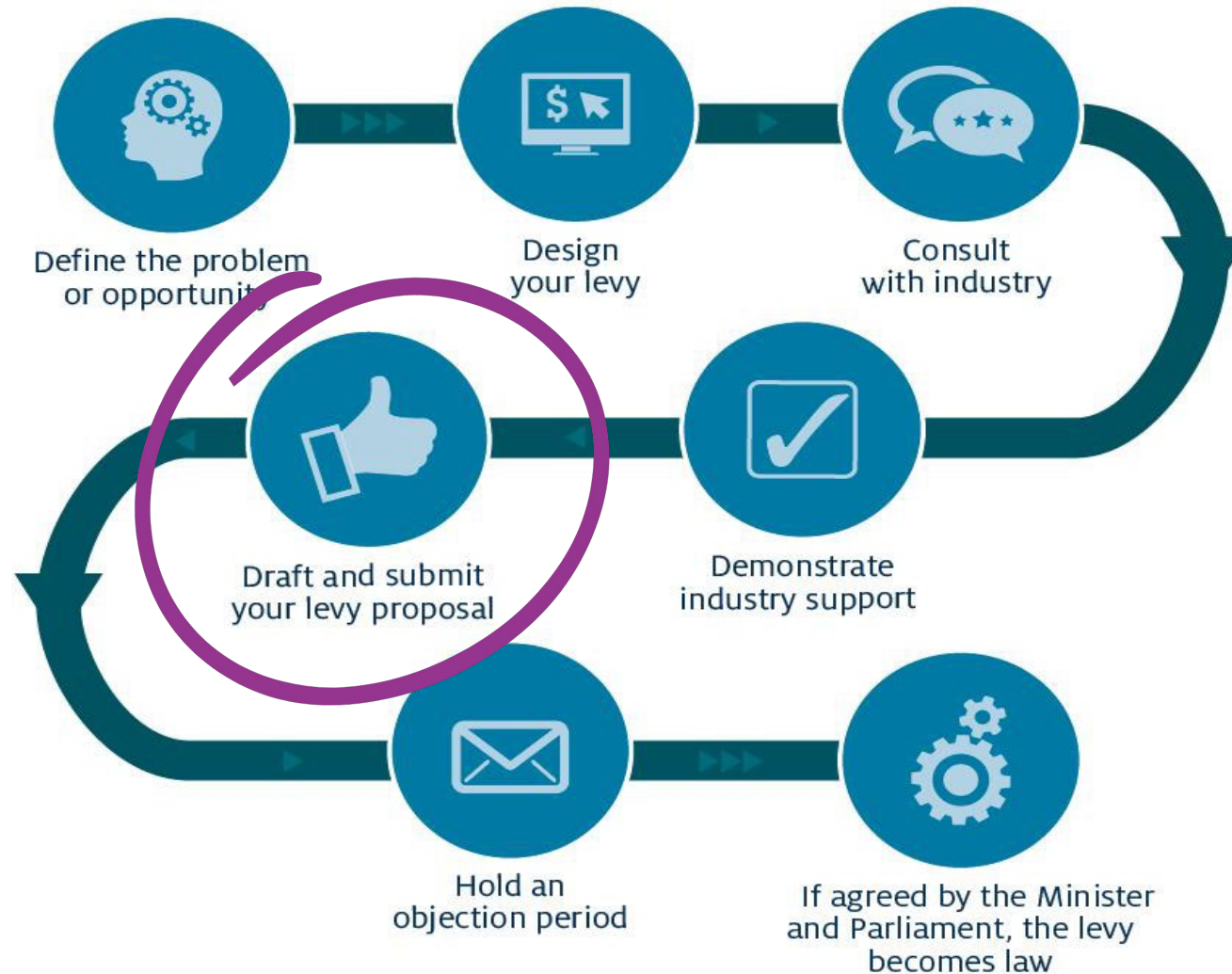
Biosecurity Levies

- Following industry consultation, Passionfruit Australia represents the industry as a member of Plant Health Australia (PHA) and is a signatory to the Emergency Plant Pest Response Deed (EPPRD)
- Levies required to fund industry biosecurity obligations
 - **Biosecurity response component** (formerly EPPRD levy) to fund passionfruit industry contribution to relevant emergency responses
 - **Biosecurity activity component** (formerly PHA levy) to fund membership of PHA and projects to enhance the industry's biosecurity preparedness

Biosecurity Levies - Proposal

- **Biosecurity response component** to be set at **3 cents per carton or per 8 Kilograms** to recover costs associated with emergency responses including Varroa Mite and Exotic Fruit Fly in Torres Strait incursions. Reverts to zero once costs are recovered
- **Biosecurity activity component** to be set at **2 cents per carton or per 8 kilograms**
- No change is proposed on fruit for processing because of the very low level of current levies
- Propose to reduce the **Marketing Levy** from **20 cents** to **15 cents** until response dues are paid (in 3 years) then back to **18 cents**

Biosecurity Levies - Process



Thank You