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Media release

Banana consumers welcome normal supplies and prices

Supplies of Australian bananas are finally back to normal levels following the devastation the industry suffered at the hands of Cyclone Larry last March, and as a result prices are back to within their regular price range.

Chief Executive of the Australian Banana Promotions Company, Craig Allen said, "Last week 416,000 cartons or 5.4 million kilograms of bananas reached national markets, surpassing the pre-cyclone levels of 400,000 cartons a week.

"This is the first time since before the cyclone that supplies have exceeded the 400,000 carton weekly average.

"In the first two weeks of January last year 684,000 cartons were marketed, and this year 644,374 cartons have been supplied, heralding a return to normal supply figures.

"Further, the quality of bananas being delivered right now is nothing short of first class.

"Reaching normal production levels once again is such a relief for the industry and consumers alike. Banana growers can now get their lives back into order after nine months of little or no income and consumers have access to their favourite fruit at affordable prices," Allen said.

Bananas are Australia's number one selling fruit and feature among the top ten grocery items sold at supermarkets.

Allen said, "Australian consumers patiently awaited the return of affordable bananas and have been back enjoying bananas since December when the first supplies of new bananas from the cyclone affected areas of far north Queensland started to reach stores.

"Australians are real banana lovers, with around 26 million bananas consumed each week.

"People rely on them as a valuable food source as a top up when hungry, as a nutritional snack for people of all ages and as a source of energy when exercising or working.

"Now that prices have come back to their regular price band, Australians are able to purchase them as regularly as they did before the cyclone-induced shortage," Allen said.

Enquiries

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