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Media Release

Bananas return prompts national radio campaign

Starting tomorrow and spanning across a two week period, a series of advertisements promoting the return of bananas to markets will be aired on local radio stations in far north Queensland to remind locals that bananas are back in full supply and ready to return to weekly shopping lists.

The 'plentiful' banana advertisement will also be aired nationally on major capital city radio stations reminding consumers that nutritious and delicious bananas are once again in plentiful supply with a call to action urging Australians to get their bananas now.

Australian Banana Promotions Company Chief Executive Officer Craig Allen says radio advertising is one of the best mediums to reach consumers with a quick reminder about the return of bananas, keeping them at top of mind and encouraging people to put more bananas in their shopping baskets.

Warm weather and high rainfall in North Queensland has created ideal growing conditions for bananas leading to increased supplies in wholesale markets around Australia. Nearly 1.1 million cartons of bananas have been marketed in the past fortnight.

'We need to stimulate sales of bananas as soon as possible to help level supply and demand in the market place to try to maintain good prices for growers' according to Allen.

Prior to the cyclone devastating 90 percent of Australia's banana plantations, the fruit was in the top four grocery items purchased weekly by Australians and research suggests that the average Australian eats around 15 kg of bananas each year.

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