



Thursday 1st February, 2007

Media release

Plentiful banana supplies prompt new campaign

Now that supplies from far north Queensland have been restored to normal levels during summer, the banana industry has embarked on a campaign through retailers to raise consumer awareness that bananas can return to the shopping list..

Chief Executive of the Australian Banana Promotions Company, Craig Allen, said, "Gone are the days of banana shortages and price tags of \$15 a kilogram.

"Right now supplies of high quality Australian bananas are back to their peak levels and prices are down below \$3.00 a kilogram.

"Last March banana plantation damage caused by Cyclone Larry cut production by 90 percent, which created a massive imbalance between demand and supply. As a result record prices were being paid by consumers to get hold of a share of the tiny volumes of bananas trickling onto the market.

"Since the cyclone the banana industry has informed consumers it would take nine months for supply levels to start to get back to normal. Now growers, wholesalers and retailers are pleased to say that by and large things are now back to where they were before the cyclone.

"Because high prices forced many shoppers to delete bananas from their shopping lists, it is critical for the industry to communicate that supplies are now plentiful and affordable.

"To that end we are distributing retail packs to stores nationally informing shoppers that "Australian bananas are back" and acting as a reminder to include them on their shopping list as a nutritional snack, a pick-me-up or simply an enjoyable fruit," Allen said.

Bananas are Australia's number one fruit by far and among the nation's top 10 grocery items.

Enquiries

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