



10 April 2007

Media Release

Banana Growers on notice

Australian banana growers are the target of an industry campaign to garner support for the industry to protect its future against imports from the Philippines and to establish the Australian banana brand as the brand of choice among consumers.

A brochure detailing the industry's quest to have every grower pay a voluntary levy of 26 cents per carton has been mailed along with a letter of encouragement from Mark Spagnolo and Len Collins, leaders in the industry.

Australian Banana Promotions Company Chairman (ABPC), Mark Spagnolo said, "In response to recent threats, the Australian banana industry has reached a point where it needs the financial support of the entire growing industry.

"The 26 cent per carton levy paid by growers ensures that the industry can fund four vital services designed to protect the interests of banana growers and assist in maintaining a stable, positive domestic market," he said.

According to Craig Allen, CEO of the ABPC, "With the threat of imported bananas from the Philippines looming, and after a disastrous 2006, the time for banana growers to get behind their industry has never been greater.

"2006 illustrated just how significant grower contributions are in shaping the market for bananas. Thanks to levies contributed, we were able to ride through the hard times implementing a public relations campaign that helped educate the public on why prices were so high that resulted in a band of patient consumers who were willing to ensure the industry got back on its feet" said Allen.

"As outlined in a letter to growers that accompanies the brochure, this grower support is vital to ensure that consumer and industry attitudes towards bananas are re-energised and most importantly that Australians know that the quality home-grown bananas is first class."

Allen says, "Although the message that 'Bananas are Back' is out there, promotions must be maintained to ensure bananas retain the position of Australia's favourite fruit and that the Australian banana brand remains strong in the face of challenges."

A campaign involving national radio and television advertising along with community health and public affairs programs, in-store promotions and extensive publicity will help ensure that bananas once again dominate Australian fruit bowls and regain the title as Australia's number one fruit.

'It's pivotal the growers understand that their levies help fund these promotions which, at the end of the day, put dollars back into growers pockets and help protect the future of their industry,' said Allen.

For further information please contact:
Craig Allen,



Chief Executive, Australian Banana Promotions Company
Mobile 0412 753 443

For further information please contact:
Craig Allen, Chief Executive
Australian Banana Promotions Company Limited
Mobile 0412 735 443