

| | YEAR | CARTONS SOLD * | AUSTRALIAN POPULATION ** | Banana (Kg per person) | Increase in consumption |
|---------------|---------|----------------|--------------------------|------------------------|-------------------------|
| Start of Levy | 2008/09 | 21,935,818 | 21,297,600 | 13.3 | |
| | 2012/13 | 26,266,727 | 22,596,500 | 15.1 | 12.9% |

Therefore after 4 years of the levy and despite the industry's worst ever cyclone, TC Yasi, the per capita consumption has increased by 12.9%.

* Banana Cartons sold, according to DAFF Levy Revenue Service, with levy @ 22c/Kg

** From ABS