



# Australian Banana Industry Election Priorities - 2025

Ensuring a profitable and resilient  
industry future in Australia.



## Representing the Growers of an Australian Icon

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The ABGC is the recognised and respected authority that enables banana growers to maximise innovation and opportunity while being their voice on matters of importance to the industry and regional areas where bananas are grown across Australia.

Our 2030 vision is a banana industry that has grasped opportunities with courage and confidence.

**The Australian banana industry is Australia’s single biggest horticulture industry contributing around \$1.3b annually to the economy and over 10,000 full-time equivalent jobs.**

## 365 Days

Australian Bananas are grown all year round

## 100%

The national industry supplies 100% of Australia’s domestic banana demand

## 91%

of Australian households purchase Australian bananas

## 374,251t

produced annually

## \$583.3m

Farmgate value

## 540

Family run businesses with a hand full of corporates

## 2.19c/kg

dedicated to supporting & protecting industry.

- Marketing 1.15 cents/kg
- PHA 0.5 cents/kg
- R&D 0.54 cents/kg

## \$3.29m

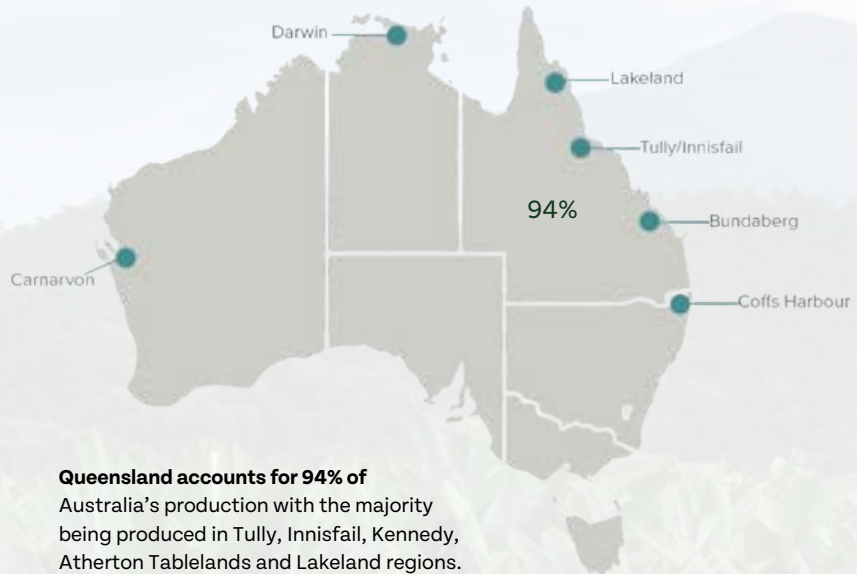
annually invested in R&D

## \$3.04m

annually invested in marketing

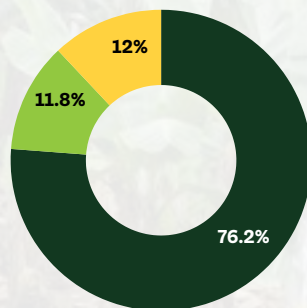
## >5 million

bananas eaten by Australians every day



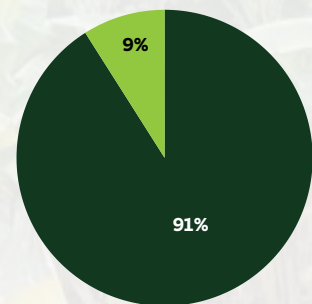
### Bananas Retailer Dollar (\$)

Share of trade



- **Major Supermarkets**  
Coles, Woolworths, and Aldi
- **Other Supermarkets**  
All other full service Supermarkets not included in major Supermarkets
- **Non-Supermarkets**  
All others such as Green Grocers, Markets & Specialty Stores that are not full service Supermarkets

### Domestic Retail VS Food Service



The wholesale value of the fresh supply was \$706.9M, with \$644.1M distributed into retail and \$62.8M into food service.

### Outlook

The Australian banana industry generates over \$706.9 million in wholesale value annually, making it the nation’s most purchased fruit. It is a cornerstone of rural economies, particularly in North Queensland, supporting thousands of jobs and businesses. Federal support is essential to safeguard this industry and maximize its contribution to Australia’s economy.



Australian  
Banana  
Growers

# 100%

## Australian

Banana growers around Australia are strong and resilient, however with ever-increasing pressures and challenges on their farms and farming businesses, they need our help to remain productive and stay in the job. To achieve this, ABGC seeks a positive, constructive, and effective approach in collaboration with Government around the following priority issues that are pertinent to the industry:



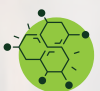
Biosecurity Protection – Fair cost-sharing, stronger border screening, and better coordination to prevent pest and disease incursions.



Reducing Red Tape – Audit horticulture compliance requirements to drive smarter regulation, Streamline compliance, reduce costs, recruit more auditors, and eliminate duplicate reporting.



Workforce & Labour – Strengthen border enforcement, improve visa programs, retain backpackers, and secure a dedicated agriculture visa.



Access to Chemicals & Innovation – Speed up approvals, fund research, and support new technologies for efficient application.



Environmental & Climate Resilience – Maintain sustainability grants, ensure practical climate policies, and support growers in sensitive areas like the Great Barrier Reef.



Cost of Production – Offset rising input costs, invest in cost-saving technology, and improve disaster preparedness.



Fair Competition & Retail Power – Strengthen ACCC enforcement, prevent unfair pricing practices, and protect growers from monopolistic behavior.



# Banana Industry Contacts



**Leon Collins**

**Chair**

Location: Tully, FNQ  
Phone: 0417 725 829  
Email: [leon@abgc.org.au](mailto:leon@abgc.org.au)



**Leanne Erakovic**

**CEO**

Location: Brisbane Markets,  
Rocklea  
Phone: 0418 890 254  
Email: [leanne@abgc.org.au](mailto:leanne@abgc.org.au)  
You can also find me on LinkedIn



**Kathryn Dryden**

**Stakeholder Engagement  
& Advocacy Manager**

Location: Moresby, FNQ  
Phone: 0455 553 596  
Email: [kathryn@abgc.org.au](mailto:kathryn@abgc.org.au)  
You can also find me on LinkedIn

The ABGC will continue to work in partnership with Government to drive a healthy Australian banana industry into the future by:

- ✓ supporting banana-farming families and diverse communities around Australia to thrive.
- ✓ enabling the industry's continued contribution to the national economy including via employment, supply, and logistics.
- ✓ continuing to make Australian bodies sing with this nutritious lunchbox staple.



📍 PO Box 309, Brisbane Market, QLD 4106  
✉ [info@abgc.org.au](mailto:info@abgc.org.au)  
🌐 [abgc.org.au](http://abgc.org.au)

