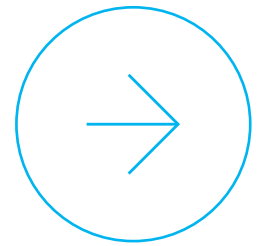


Developing ready-to-market Jackfruit Products for Australian market growth



Jackfruit is a tropical, exotic fruit crop, grown commercially in countries such as Asia, India and Bangladesh. In Australia the industry is concentrated across the northern regions of the Northern Territory, Queensland and Western Australia. Whilst it is a major crop in other countries, in Australia it has been considered a minor or emerging industry for more than a decade. One key impediment to the growth of the Australian industry is market acceptance and consumer behaviour. Over the past 20 years a number of reports have consistently identified similar themes in terms of growing the domestic jackfruit industry through processed products. This project aims to reduce these barriers through the continued development of convenient, and appropriately portioned processed products.

Summary

This project will grow the Australian jackfruit industry, through the development of processed jackfruit products. It will refine three concepts into ready to commercialise products.

It will build networks between commercial partners from across the supply chain to increase industry capacity and encourage adoption of the final products as a commercial reality.

Northern Territory Department of Industry, Tourism and Trade (NT DITT) and the University of Melbourne have received funding from AgriFutures Australia to carry out the project.

Objectives

1. To develop industry capacity and supply chains, including grower partner plantings, the engagement of commercial processors in product development and industry engagement.
2. To refine the development of three promising products through to commercialisation.
3. To determine the harvest window and quality specifications for fruit intended for processed products.
4. To engage retailers in the project through small in-store consumer acceptance trials

Contact

Chelsea Moore

Project Lead
Northern Territory Government's Department of Industry, Tourism and Trade (DITT)
Chelsea.Moore@nt.gov.au

Dr. Hafiz Suleria

Researcher
The University of Melbourne
hafiz.suleria@unimelb.edu.au

AgriFutures Australia Project No. PRO-017258



Learn more
www.agrifutures.com.au



AgriFutures®
Emerging
Industries