Papaya AUSTRALIA

PAPAYA PRESS

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Fighting Phytophthora with soil health

Can good soil health combat phytophthora?

That's the burning question for South Johnstone grower, Will Darveniza, a third-generation papaya farmer hosting a new trial at Darveniza's Tropical Fruit.

Papaya growers are no strangers to the challenges of phytophthora root rot. Best-practice recommendations currently include a mix of cultural practices, such as site selection, proper water management, and crop rotation, alongside the strategic use of fungicides. Will is taking this a step further through the Darveniza's Tropical Fruit Ecoganic Certification journey.

"I'm trying to get the built environment of a monoculture farm business to work more in line with nature. It's all about getting more balance. We want to recreate the natural conditions of a papaya tree in the rainforest, where they evolved to grow", Will said.

Will Darveniza of Darveniza's Tropical Fruit with a tray of his Ecoganic Papaya.

A conversation between Emily Pattison and Will last year sparked the concept for the trial. Will had already been looking into nematode communities as part of the Ecoganic process, which requires close soil monitoring.

Nematodes play a double role in soil health. They help break down organic matter, but some also feed on plant roots, increasing susceptibility to phytophthora infection.

> *"We've been growing pawpaw for 40 years and the only reason why we can do that is with rotation."*

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Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

See your levy at work!

Get an update on all new, current and recently completed levy funded activity on the Hort Innovation Papaya Fund page at ***www.horticulture.com.au/papaya***.

You can access easy-to-read project updates, a snapshot of the Papaya Fund, research reports and resources, key industry contacts and more. Don't miss the Hort Innovation 'Growers' section to keep informed on your levy investments, upcoming events, scholarship opportunities and other handy info!

Stay in the loop with your levy by becoming a member of Hort Innovation, the grower-owned, not-for-profit research and development corporation for Australian horticulture. Paying a levy doesn't automatically make you a member but signing up is free at ***www.horticulture.com.au/membership***.

From the Chair

GERARD KATH

Welcome again to another edition of the Papaya Press. We are now getting close to the end of the year.

For people in Australia, it means a range of different things – for some it means holidays and Christmas, for the horticulture world it can mean large, stressful harvest if you're in mangoes, lychees, stone fruit, etc. For papaya, it means looking over your shoulder as to what the wet season will bring.

The wet can hit anytime from early December to end of March. The heat and storms of late tend to indicate that the season may break early. We (in the Mareeba region) have received approximately 60mm in September and 85mm in October, which is unusual for us, as well as added heat. This has had an effect on fruit supply with mid to end October registering the highest industry record in a weekly throughput in the last four years. The peak week to date being 677 pallets has tested market demand, yet prices have not fallen to generally below the cost of production. The industry is holding its own against other fruits, which is a testament to the job growers have been doing for the last several years.

Papaya mealybug – this bug is a definite problem just around the corner for our industry in North Queensland. Growers in Northern Territory already experienced this problem two years ago. There was a very good information session in Innisfail and Mareeba on the 16 th and 17 th October presented by the DPI. I was impressed by the young team of Bruno Rocha Tamelini, David Bin and Sachinthi Kithulgoda, under the guidance of senior DPI staff with Geoff Dickinson, who will hopefully get some positive solutions to this likely problematic pest. HIA has made budget allocations to get solutions implanted ASAP. However, as the Territorians will testify, the first one to two years of incursion may be costly and damaging to our industry.

There are a number of other issues that have been occurring of late. Semi-commercial trialing of the previous breeding program has finally started (one and a half years later). Also Griffith University has released some information about the flavour profiling of papaya that has been researched for several years. Papaya Australia is doing some work on industry size and value in the major growing regions. It was always stated that our industry was $20-$30 million in value. The initial value as estimated by FNQ Growers was at the value of the Tablelands alone was $30 million plus. This report by Ebony Faichney from Farmour will evaluate the coast to show that our total industry may be closer to double than what was previously thought.

Finally, we have invited the CEO and Board of HIA to visit and attend some papaya production sites for next year. This has been positively received and is likely to occur mid-end of 2026. This is it for now. Wishing all our industry a Merry Christmas and a happy successful New Year! Also a safe and non-damaging wet season.

Best regards,
Gerard Kath
Chairman, Papaya Australia

CONGRATULATIONS TO EMILY PATTISON!

We're delighted to share that Emily Pattison, our Papaya Industry Extension Officer, has welcomed her first son and is now on maternity leave.

On behalf of Papaya Australia, we extend our heartfelt congratulations and sincere thanks to Emily for her leadership, dedication, and tireless efforts over the past few years. In a short time, she has made a significant impact on the papaya industry, supporting growers and driving key projects and events.

We wish Emily all the best as she enjoys this exciting new chapter with her family and look forward to her return in the future.

While Emily is on leave, David Bin will be supporting papaya project activities.

For any enquiries during this time, please reach out to David at 0476 528 302 or David.bin@dpi.qld.gov.au

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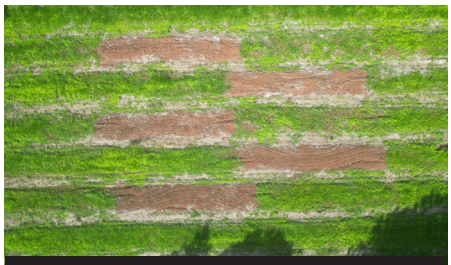
Fighting Phytophthora with soil health

"We've been growing pawpaw for 40 years and the only reason why we can do that is with rotation. We wouldn't be still growing pawpaw here if we were going in with crop after crop," said Will. "I want to keep the soil health balanced to keep farming here for a long time, and in the last twenty years we have greatly improved crop longevity."

"The project is 3 pronged, the relationship between phytophthora, soil and cover crop," said David Bin, DPI Extension Officer.

The trial paddock was previously planted with bananas, followed by a three-month fallow with Brachiaria decumbens (Brachy, also known as Signal grass). Initial soil tests have already revealed small but interesting shifts in nematode populations.



Drone shot showing the bare and vegetated plots during the fallow period.

"I was surprised in the effect of the 3-month brachy fallow, it was only marginal, but I was pleasantly surprised to see the slight increase in non-plant feeding nematodes in that time," said Will. "Visually, we can't see any other differences currently as the trial is so young but as phytophthora, fungi, nematodes are introduced and decay begins, that is when I expect to see differences in plots," he added.

Will hopes the trial will provide clear evidence to guide future decisions.

"There's two things I want to get out of this trial. Number one, the bare versus vegetated fallow: I want to get proof that the brachy crop is worth it that I'm not wasting my time. Number 2, single versus quad plantings. I want to see if there is a difference between quads and singles in our soil management system, I know it's made a difference on other farms, but I want to validate if it will make difference with our current practices."

David Bin is leading trial work and is collecting the next round of soil samples as de-sexing has just occurred. A mix of scientific testing will be carried out to determine the results over the course of the trial. These include nematode diversity and soil health parameters, phytophthora testing, plant trunk circumference, height to first commercial fruit, productivity and number of plant losses due to phytophthora.

Will and David inspecting plants in the trial in mid-October.

The Darveniza family are working under the Ecoganic® Certification, a system that rewards farms for working with nature to reduce chemical use and enhance soil life.

"Dad and grandad had always been very environmentally focused. When we started the formal application process it was surprising to see how much we were already doing," Will said. "Now we have a system that formalises it and helps us get a better price for our product."

For Will, soil health underpins the future of the business.

"The most important thing is having a decent fallow period, and I think this trial will confirm that," said Will. "We fallow at least 5 years but aim for 7 with a crop of cane or banana then brachy, sorghum, lablab. For us, because we have cattle it's brachy, but we also do brachy fallow that will never have cows, it's just grass that will go back into the ground. You might lose income at the start by fallowing a block but looking at the whole picture, it's worth it."

When asked what advice he'd give others looking to improve soil health, Will keeps it simple: "Soil health in papaya depends on good drainage, decent fallow periods, diversity in groundcover species and the insects that those plants attract. Understanding your economic thresholds for chemical and fertiliser use also has a big impact on soil health."

Will believes that rising fertiliser costs have pushed more growers to explore new approaches. "High fertiliser prices during Covid encouraged people to start looking at other ways they could do it without such a big cost. There's a real rise in regenerative style farming. The ROI is better in the long term. In the short term you'll lose productivity, there will be pests and disease, and the transition period can be up to 15 years, but in the long term it's well worth it."

Mature Ecoganic Papaya block at Darveniza's Tropical Fruit.

Consumer preferences are also changing. "Cost of living definitely has an impact on customer buying habits, but moving away from chemicals is becoming more attractive to consumers." he said. Ecoganic papayas can be spotted easily – just look for the red wax tip on the fruit.

Will's path back to the family farm wasn't straightforward. "I was studying architecture and environmental design at uni and didn't think office work was suited to me. When I asked my parents to come back to the farm after my first year, they told me that farming is for life if you decide to come back, so enjoy the next few years at uni and finish your degree". Will completed his studies, then worked in environmental design to deliver local reef projects to minimise runoff by optimising farm site plan layouts. "The principle of the work I have been doing is all about finding a balance between the built and the natural environment, which is perfectly suited to the Ecoganic® farming system", Will said.

Dark, healthy, organic matter rich soil in a current brachy fallow.

A farm kid turned environmental architect, Will brings a fresh perspective to the family business that merges traditional farming wisdom from generations of knowledge before him with his experience in environmental design principles.

For more information, contact David Bin from the Queensland Department of Primary Industries. Further updates will be provided through Papaya Australia communications as the trial progresses. This trial is funded by the PP23003 Supporting Innovation in the Australian Papaya Industry, using papaya industry levies and Australian government funds.

With thanks to Will & the Darveniza family for their insights.

Story by
Ebony Faichney Farmour

Farmour

Better Understanding of Phytophthora Root Rot:

GAP ANALYSIS TO IDENTIFY EFFECTIVE DISEASE CONTROL STRATEGIES

Phytophthora rot is one of the most damaging diseases in papaya, mainly caused by *P. palmivora* and sometimes by *P. nicotianae*. It is a serious problem for the Australian papaya industry because it spreads easily and there are no single effective ways to control it. As a result, growers continue to face heavy crop losses.

A comprehensive gap analysis was conducted as a part of Hort Innovation funded project PP23001: Better Understanding Papaya Phytophthora Root Rot. This review aimed to identify practical management strategies that can help reduce the impact of this disease. This review was conducted by RMIT University Master Research student Oudam Heng under the supervision of Professor Nitin Mantri and Dr. Alexis Marshall. Dr. Josekutty Puthiyaparambil from Skybury Farms serves as a collaborator and advisor.

The preliminary findings of this review after screening 820 unique research articles were presented to growers through a workshop conducted at South Johnstone Research Facility, Innisfail on June 4, 2025. Following grower feedback, the remaining articles were analysed resulting in a comprehensive review article titled 'Gap Analysis of Papaya Phytophthora Rot: Systematic Examination of Literature to Support Grower Outcomes'. This is the first output of the LEVY Funded research and development project PP23001.

For the Gap Analysis, we reviewed 2,659 articles that focused on five main areas of disease management: farm practices, chemical control, biological control, new technologies, and combined approaches.

FARM PRACTICES (CULTURAL MANAGEMENT):

The review identified scientific evidence indicating that simple changes on-farm can make a big difference in *Phytophthora* root rot management. Recent studies have shown that raising planting beds, applying mulch, and sterilising soil with plastic sheets before planting can reduce *Phytophthora* rot incidence by 88–100% in trials. These practices help improve drainage, reduce soil splash, and create less favourable conditions for the disease.

CHEMICAL CONTROL:

Although chemical fungicides have been widely used for managing papaya *Phytophthora* disease, insights into their effectiveness in controlling root rot in field applications are limited. The review found that drenching plants with pyraclostrobin and pyrimidinamine-derived fungicides reduced disease level by 50 – 60% in field trials. Of these two, only pyraclostrobin is registered for treating *Phytophthora* on fruits in Australia. However, some older chemicals such as metalaxyl and potassium phosphonate were reportedly not working as well in the field anymore. To overcome this, researchers recommend rotating or combining fungicides, which keeps control levels around 73% and helps slow down the development of resistance.

BIOLOGICAL CONTROL:

Natural methods are proving to be promising and environmentally friendly. Based on science, helpful bacteria like Bacillus subtilis and Pseudomonas fluorescens reduced disease by 26–85% in field trials. Other options such as chitosan, organic compost, and low-cost plant extracts achieved 70–85% control in greenhouse trials and may soon be ready for field use.

Professor Nitin Mantri and Oudam Heng conducting a grower consulation workshop at South Johnstone Research Facility in June 2025.

NEW TECHNOLOGIES AND COMBINED APPROACHES:

Early research into genetic tools andnanoparticles shows potential for the future. Importantly, using chemicals and biological methods together gave over 80% control in greenhouse and post-harvest trials.

IN SUMMARY: A mix of good farm practices, smart fungicide programs, and natural biological tools offers the most reliable and sustainable way to manage Phytophthora rot in papaya.

Stay Informed – For more information about PP23001: Better Understanding of Phytophthora Root Rot, please contact Prof. Nitin Mantri at nitin.mantri@rmit.edu.au.

Project Leads – Professor Nitin Mantri
School of Science, RMIT university, Bundoora VIC 3083
The UWA Institute of Agriculture, The University of Western Australia, Crawley WA 6009.

Dr Josekutty Puthiyaparambil
Skybury Farms, 136 Ivicevic Rd, Paddys Green QLD 4880

REGIONAL ROUND-UP

What's happening in the regions?

GERARD KATH – TABLELANDS REGION, FAR NORTH QUEENSLAND

Major re-plantings have been occurring again on major growers' farms. This should result in a reasonable size harvest for next year and beyond, depending on the wet season. The main problem areas of late have been spider mite. As production figures have shown, Tablelands has had a record harvest on a weekly basis for the last month (October/November). There is still a large crop on hand for the next month or so, hopefully things will slow down over December/January.

CHRIS AND DIANE ROBINSON – KUNUNARRA, WESTERN AUSTRALIA, REGION

We've had a particularly good year with papaya – there's been no unusual disease pressures, yields have been good, prices have been excellent until just recently – we've never seen prices like that before.

We're experiencing mid-40-degree temperatures every day and it's been like that for weeks.

It's meant that we've got lots of fruit, huge volumes, and big fruit. Some of the fruit is too big and the trees are suffering, they've got sunburn. The increase of production is increasing the supply going into the Perth market, which has rationalized the prices a bit.

We've dropped a long way in price (in the Perth market). The next month to six weeks will be challenging because papaya have got to compete with mangoes. But I suspect that come the New Year, the bulk of the mangoes will be finished and papaya being a summer fruit should start attracting a bit more attention then.

We have noticed the start of the fruit piercing moth again – that's a wet season issue that we get. It's only minor at this stage, but it will probably pick up when the wet season comes in.

MATT PHEENEY, COOLALINGA NORTHERN TERRITORY REGION

Weather has been much hotter than normal. Usually don't hit 40 degrees until November starts. This year we've already had well over 20 days at 40 degrees and 8 days over 42 degrees.

Fruit set is struggling at these temperatures. We had some welcome rain this week (first week of November), which has cooled it off a little, with much better maximum temperatures of 39 degrees.

Fruit we have is still reasonable. We havent been able to get rid of the mealy bug and thats our biggest challenge at the moment. As a result, we are having to chop out bays earlier than hoped. Market still ok.

JOSH OLDANO – INNISFAIL REGION

Everyone's trees are looking pretty good and just judging on what the market's done, I believe everyone's numbers have spiked with this warmer weather and better growing conditions. Everyone I've spoken to is happy, but there's two things we're not happy about at the moment – bats and kangaroos on our later plantings.

About a month ago we were dealing with a little bit of spider mite too, but it's now looking a lot better than it has this time last year. We're in a bit of a lull at the moment with the pest and disease side, but it'll come. It's business as usual at the moment.

We've had some very good, clean fruit. Size has packed on nice and it's been very consistent, so we're happy. It's getting hot quick so we've ramped up the irrigation and we've got good canopy coverage so the trees are very healthy.

The market has come back a bit the last few weeks, but it's still well above cost. I'm curious to see how it goes towards Christmas – that'll be interesting.

GOLDY SINGH – TULLY REGION

Since May, weather conditions have generally been conducive to papaya growth. Between June and September, the region received a total of 688mm of rainfall, with approximately 71 rain-free days. However, average daytime temperatures remained below 23 degrees throughout this period. Despite the cooler conditions, the crop maintained a healthy appearance, exhibiting good leaf colour on and a well-developed canopy.

Fruit Brix levels consistently met market standards, and overall fruit quality was excellent.

Notably, the flower-to-harvest interval was extended during June and July, likely due to lower temperatures. Fruit columns maintained optimal length, and the flower-to-fruit conversion rate was excellent. Minimal fruit and flower drop was observed, contributing to an excellent overall yield.

Pest pressure remained below threshold levels, with the except on of African mites and cockatoos. African mites were notably active during the winter months.

Brown spot disease incidence varied throughout the period, requiring regular fungicide applications for effective control. In contrast, black spot incidence remained extremely low.

Phytophthora fruit rot and root rot were largely under control. Biological control measures are proving effective against root rot.

New plantings continued as scheduled, supported by favourable dry weather conditions.

Papaya mealybug preparedness update

Since the detection of the papaya mealybug (Paracoccus marginatus) in Townsville November 2024, the Hort Innovation Papaya Levy-funded project, "Supporting innovation in the Australian papaya industry" (PP23003) has continued to study and monitor the exotic pest to best prepare our industry.

Originally from Mexico, the papaya mealybug is now reported in more than 70 countries worldwide and has the potential to cause significant damage to commercial papaya crops. This sap-sucking pest damages plants, stunts growth, and reduces yield. It also excretes honeydew, which leads to the development of sooty mould. The papaya mealybug has not yet been detected in regions north of Townsville.

To date, the project's work on papaya mealybug has focused on monitoring the pest's movement, as well as developing and expanding knowledge about the mealybug within the papaya industry.

Queensland Department of Primary Industries entomologist Bruno Rocha Tamelini is leading research exploring global management strategies for the papaya mealybug. His monitoring work stretches from Townsville north, through the Cassowary Coast, across the Atherton Tablelands, up to Cairns.

The PP23003 project has also produced one literature review, one pest fact sheet and hosted two workshops at South Johnstone and Mareeba, featuring NT DAF entomologist Sachinthi Kithulgoda.

Sachinthi shared her expertise and experience from her work managing the pest following its arrival in Darwin during 2023.

Future work is being planned to continue monitoring the mealybugs distribution, as well as the population and establishment of its most significant natural enemy, the specialist parasitoid wasp Acerophagus papayae. The development of resources and methods to support integrated pest management approaches for papaya production will also be key in controlling the mealybug and promoting the establishment of its parasitoid wasp, along with other natural predators.

For more information contact David Bin, DPI Mareeba, david.bin@dpi.qld.gov.au

QDPI entomologist Bruno Rocha Tamelini setting monitoring traps in frangipani, a host of papaya mealybug.

Papaya Mealybug resources are now available and will be continually updated on the Australian Papaya website.
Access here: www.australianpapaya.com.au/growers/projects-and-resources/best-practice-resources/

PAPAYA WEED MANAGEMENT – A WORKSHOP ROUNDUP

Emily Pattison presenting to attendees on weed management in papaya.

Jack Robertson conducting nozzle and spray droplet coverage demo.

Coverage difference of flat fan (left) vs air induction nozzle (right).

Josh Oldano showing papaya planted into beds with weed matting.

Regardless of growing papaya in the hills of the Wet Tropics or the savannah plains of Mareeba and the Tablelands, weed management is a constant burden on growers.

Many papaya producers struggle with weed control, particularly in the early crop stages where competition is a major issue. Young papaya plants are highly susceptible to herbicide damage, which compounds the challenge. At the end of July, a papaya weed workshop was held at RMC Farming, Cowley as part of the Hort Innovation Papaya Levy-funded project, "Supporting innovation in the Australian papaya industry" (PP23003).

The workshop examined current weed management approaches while also promoting best practice herbicide use, supported by a stronger understanding of herbicide biochemistry.

Extension officer, Emily Pattison from Queensland's Department of Primary Industries (QDPI) presented on overall weed management in the papaya industry. Focusing on fallow management and how to reduce weed seed numbers in soil, crop rotation to manage weeds (easier to spray broadleaf weeds in cane and pasture), herbicide types, options for rotation and mode of action.

The workshop was fortunate to host Tom Andison from Syngenta who spoke about Fusilade® forte and tackling grass in papaya. Fusilade® forte (128 g/L Fluazifop-P) is a selective group 1 grass herbicide registered for use in papaya. The systemic herbicide has a slow mode of action stopping grass growth in 3-5 days, causing full plant death in 2-3 weeks.

Spray specialist Jack Robertson from QDPI demonstrated nozzle selection to increase herbicide effectiveness and limit spray drift. Papaya are an extremely sensitive crop and are very susceptible to spray drift crop damage particularly from group 4 herbicides such as 2,4-D. Corse water droplets and air induction nozzles can reduce spray drift. Jack presented on how wind and Delta-T conditions are important to limiting drift and ensuring optimal spray conditions. Correct water rates in herbicide tank mixes are also key to effective herbicide control.

Drone and vision learning expert Marcus Bulstrode (QDPI) presented a case study using drones to map paddocks and spraying weeds from learnings in sugar cane. Drones can be an excellent tool for spot spraying and provide the ability to map paddocks, determining potential yield limiting areas.

The workshop farm host, Josh Oldano from RMC Farming concluded the workshop with a paddock tour of RMC's papaya planted in beds with weed matting, a physical solution to weed control. Josh's farming operation grows papaya and cane, like many producers, time and labour are two key constraints. "Controlling weeds in papaya was a significant issue for us. It cost us a lot of time and money in fortnightly herbicide spraying and chipping". RMC started using weed matting as a physical weed control providing them with 1-year full control of weeds and 6 months of partial control (weed matting brakes down in 18 months). The weed matting allows full establishment of the papaya crop and enables RMC to conduct other farm activities instead of spraying weeds.

Thank you to all growers and industry stakeholders who made the time to participate in the weed workshop. Appreciations are extended to Michael, Josh and Adam from RMC farming for hosting the workshop at their farm. Wishing everyone all the best for controlling your weeds this wet season.

From Paddock to Plate:

MASTERCHEF VISITS FNQ FARMS

In August, we had the unique opportunity to host popular cooking reality television show MasterChef Australia Season 11 runner-up, Rhiannon Andersen, on a behind-the-scenes tour of two papaya farms in far north Queensland.

Rhiannon, a Townsville local, who is currently travelling around Australia as part of a promotion with Snowy River Caravans, is using her social media presence to spotlight Australian farmers and the produce they grow. She is visiting farms and highlighting their produce in delicious, easy recipes.

Her day in Innisfail included visits to RMC Farming and Darveniza's Tropical Fruits, where she learnt about papaya and other tropical fruit production. In chatting with our growers, she was pleasantly surprised about the sustainability and ingenuity of our industry. From hitching a ride on the picking trailer, packing a box of fruit and learning about cassowary habitat revegetation – it was all a thrill for the reality tv star. Rhiannon took farm fresh produce back to her caravan and prepared two delicious meals; Green Pawpaw salad with marinated chicken wings & passionfruit citrus caramel and Crumpets with brulee banana, passionfruit & pawpaw jam with whipped cane sugar butter.

With thousands of followers on social media, Rhiannon is helping put Australian produce in the spotlight. Her vibrant and down-to-earth style is resonating with a wide audience of food lovers and travellers across Australia. Best of all, Rhiannon's visit and the coverage she provided were entirely voluntary, presenting a high value marketing activity for the industry. We warmly welcomed Rhiannon and her family and other MasterChef friends back at any time.

Follow Rhiannon's travels, cooking and farm features on:

- **Instagram:** @Rhiplenish
- **Facebook:** Rhiplenish On The Road
- **YouTube:** Rhiannon Anderson

Image compilation: A taste of the action at RMC Farming and Darveniza's Tropical

Papaya Australia at Rotary FNQ Field Days

Papaya Australia proudly participated in the Ag & Innovation section of the Rotary FNQ Field Days held in Mareeba, showcasing the strength and innovation of the Far North Queensland papaya industry. The event provided a valuable platform for growers and industry representatives to connect, share knowledge, and discuss the future of tropical fruit production in the region.

At the Papaya Australia stand, growers had the opportunity to meet with representatives from HIA and discuss current challenges and opportunities and learned more about ongoing projects and research aimed at improving productivity, quality, and market access. Conversations focused on key topics such as pest and disease management and consumer marketing to strengthen the industry's reputation and competitiveness.

Papaya Australia thanks all growers who visited the stand and contributed to valuable discussions

MARKETING UPDATE

Marketing Update by Holly Jackson, Marketing Manager, HIA

PAPAYA MARKETING CAMPAIGN
WITH SAMPLING AND SOCIAL MEDIA DRIVING RESULTS!

The second burst of activity from the FY26 Australian Papaya marketing campaign is in progress and due to finish in November. The campaign is focusing on increasing the number of households purchasing papayas by building awareness and driving trial.

CAMPAIGN INSIGHTS

The strategy was guided by key consumer insights:

- Papaya has low household penetration, with over a third of buyers only purchasing once.
- While 64 per cent of consumers who intend to buy papaya actually do, this is down from 69 per cent last year – highlighting an opportunity to drive conversion at point of purchase.
- Positively, papaya are perceived as colourful, exotic, unique, and premium – strong attributes that are leveraged in campaign messaging.

PAPAYA POP-UP STAND AND IN-STORE SAMPLING

- To drive trial on mass, a pop-up cart was placed at Manly Wharf in Sydney with fresh papaya samples offered to consumers. The cart featured the Australian Papaya branding and heroed key messages such as the delicious taste and tropical goodness.
- Activating at a high-traffic area meant a high number of consumers were reached and over 2,400 samples were given away.
- In-store sampling sessions have also been in progress, with the aim to encourage consumers to trial and then purchase papaya.
- We have successfully reached an audience of new consumers, receiving positive feedback such as "My first time eating papaya and I got a surprise how tasty this fruit can be" (female 21-30 years).

DRIVING INSPIRATION ON SOCIAL:

- To support, and drive further awareness and inspiration, an influencer campaign has been running on social.
- Two influencers (@Rossandrewartha and @Janedegraaff), with three recipes created. These influencers created inspirational yet simple content that is easy to replicate. Papaya key messages were highlighted such as tips on picking and preparing and the fact that the whole fruit goes far.· Paid amplification budget has been allocated to boost the posts and get further reach. So far, the three recipes have received 5.6 million views in total.

The campaign is due to wrap up shortly, the impact and key learnings will then be reviewed ahead of the third burst.

THIRD BURST COMING SOON!

The third wave of marketing activity is scheduled to start in April 2026, continuing to drive awareness and repeat purchases. Stay tuned for more updates!