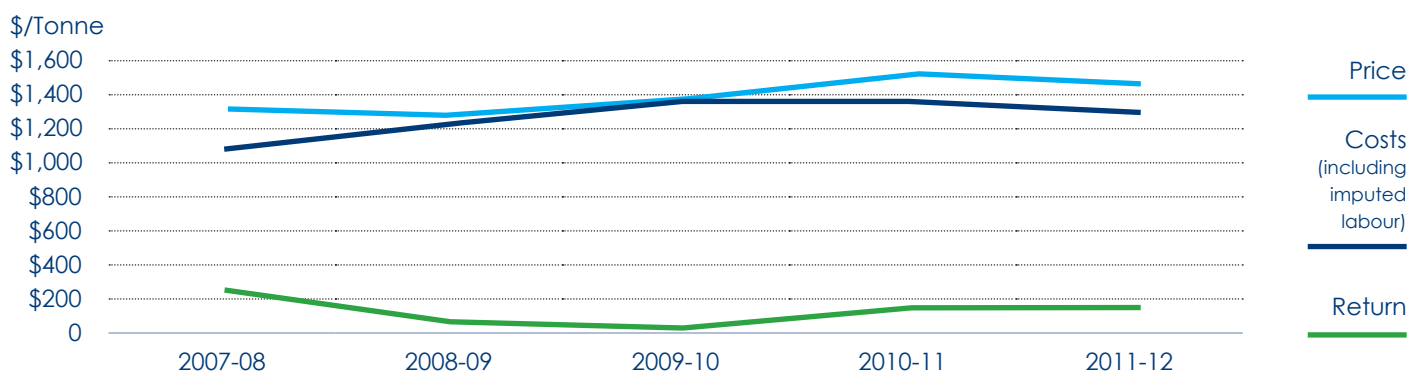


VEGGIE STATS: BROCCOLI

Broccoli Production – Key facts and figures

- Broccoli growers' returns, on average, fell considerably in 2008-09 and 2009-10 but increased the following two years.
- Since 2007-08, average domestic broccoli prices have increased by 12%, whilst average costs have increased by 21%.
- Broccoli production has been growing on average, with production levels in 2011-12 almost double the amount of broccoli produced in 2006-07.
- Fresh headed broccoli and cauliflower exports totalled around \$6.5 million in value terms in 2013. Australia exported \$4 million worth to Singapore and more than \$2 million to Brunei Darussalam.

Australian Broccoli Growers' Financial Performance (average per farm)



Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 72
Returns: The difference between price and costs (including imputed labour).

Current Financial Performance

Australian broccoli growers' returns on average totalled \$166 per tonne in 2011-12, up 6% on the previous year.

In 2011-12, the average price received per tonne of broccoli was \$1,453, whereas the average cost to produce a tonne of broccoli was \$1,287.

Long Term Trends

Broccoli growers' returns, on average, have varied considerably from year to year, with returns remaining relatively stable in 2010-11 and 2011-12.

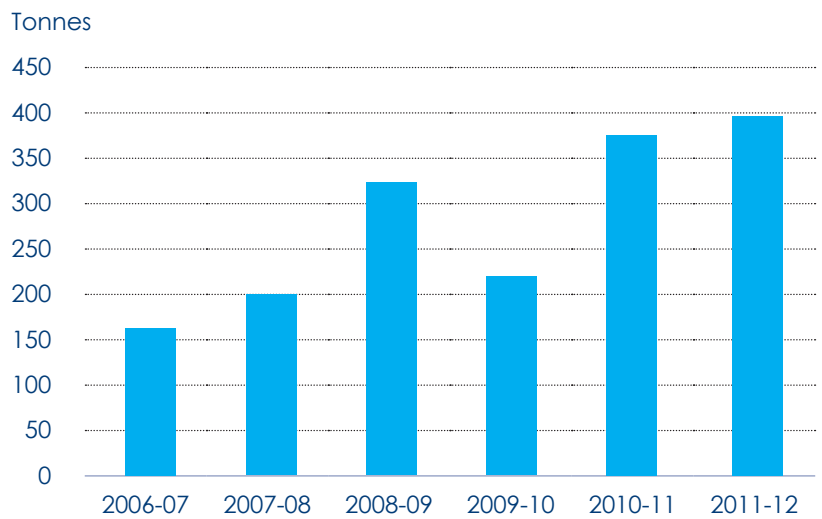
Australian Broccoli Growers' Production (average per farm)

Australian Broccoli Production

Australian broccoli production per farm averaged 396 tonnes in 2011-12, up 6% on the previous year.

Average farm broccoli production has been increasing over time and has almost doubled since 2005-06.

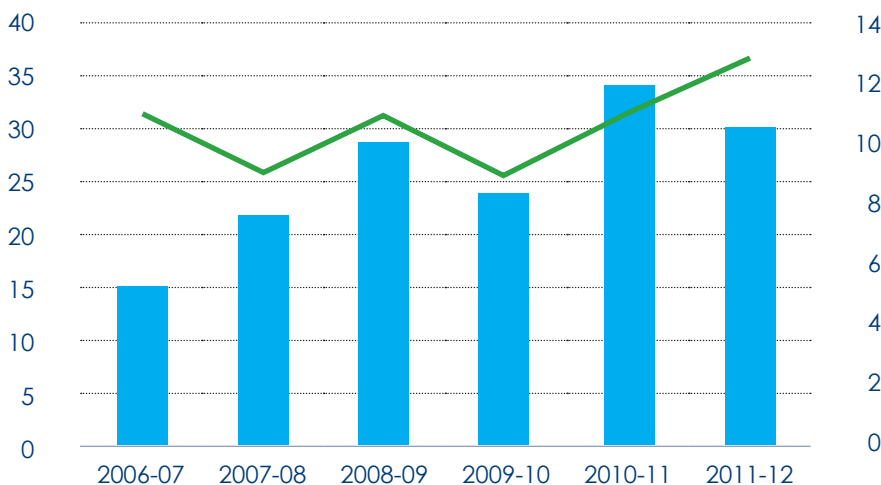
Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 72



Area Planted v Yield (average per farm)

Hectares

Tonne/Hectare



Australian Broccoli Production

The average area planted in 2011-12 fell by 12% from the previous year.

Broccoli growers' experienced their highest yields in 2011-12 at 13 tonnes per hectare.

Area Sown
Yield

Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 72

Australian Headed Broccoli and Cauliflower Exports and Export Prices Received

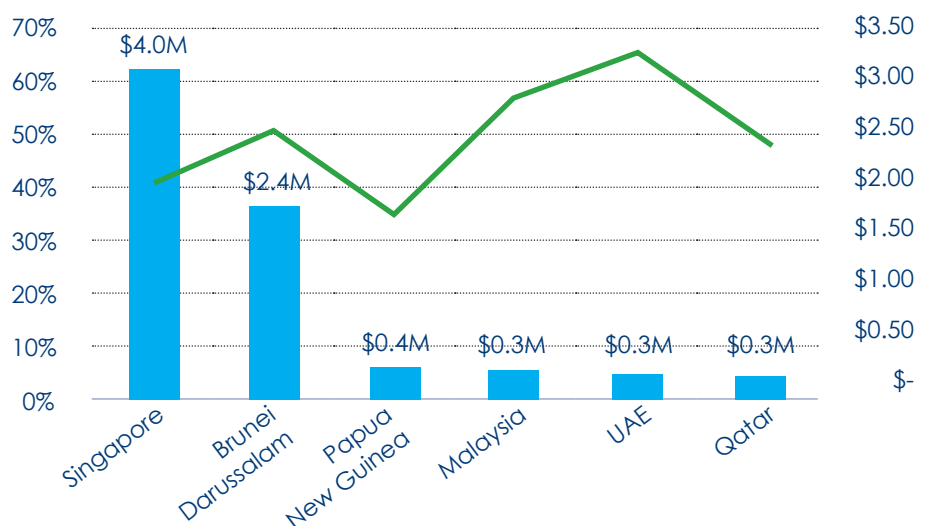
Exports

The majority of Australia's headed broccoli and cauliflower exports were sent to Singapore and Brunei Darussalam.

Australia's broccoli exports received the highest price per kg from the UAE and Malaysia, whilst the lowest export price was Papua New Guinea at \$1.80 per kg.

% of Exports

Unit Price per KG



Source: UN Comtrade, 070410 Cauliflowers and Headed Broccoli