

VEGGIE STATS: BROCCOLI

KEY STATISTICS

- Australia produced around 68,500 tonnes of broccoli in 2015, an increase of 2,000 tonnes over the previous year.
- There were around 400 broccoli and baby broccoli producers in Australia in 2015 and around 7,200 hectares devoted to broccoli and baby broccoli production.
- Broccoli and cauliflower exports earned over \$17 million in 2016 and have nearly tripled since 2013. Note: Trade data combines broccoli and cauliflower into a single export category.

BROCCOLI AND BABY BROCCOLI PRODUCTION

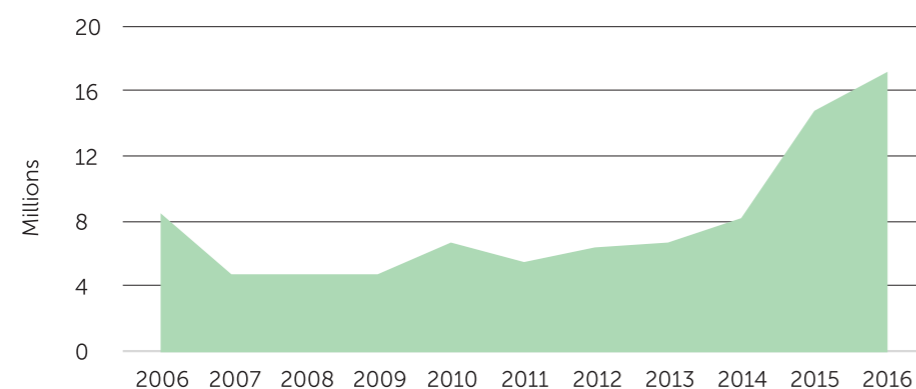


Source: Australian Horticulture Statistics Handbook-Vegetables, (2014/15), Hort Innovation, 2016.

TOTAL EXPORTS

- Broccoli (and cauliflower) exports earned a record \$17 million in 2016, the highest on record.
- Total exports of fresh broccoli (and cauliflower) took off in 2013, almost tripling over that time.

TOTAL EXPORTS



Source: ABARES Trade Data, Jan-2017



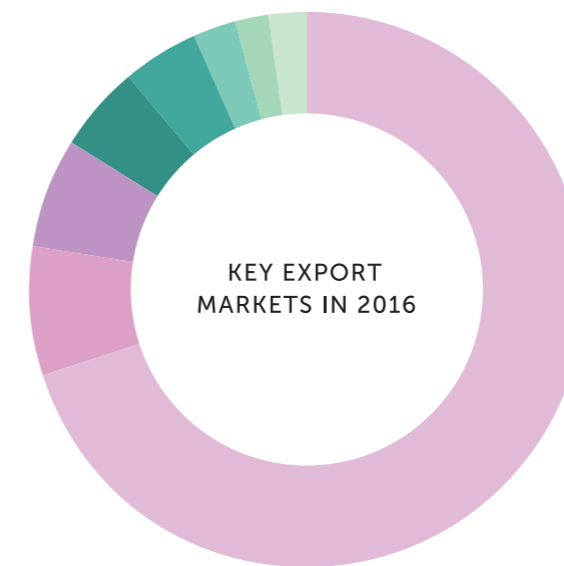
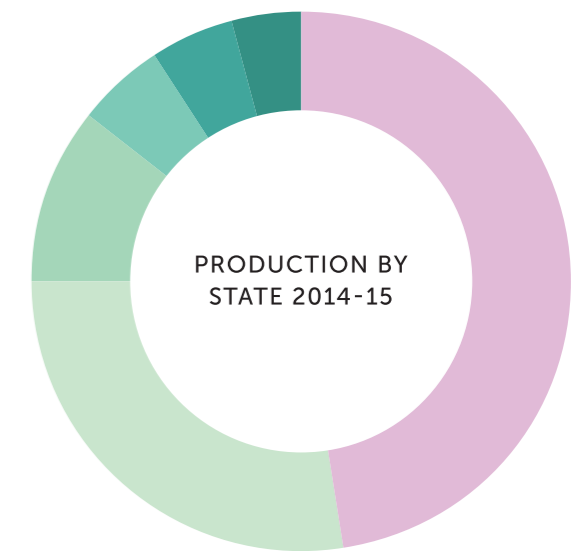
FACT: Italy is where the broccoli came from. As early as 600 B.C., Romans were already eating the vegetable.

STATE PRODUCTION

- Australia produced around \$190 million worth of broccoli in 2015, up from \$157 million in 2013.
- Victoria produced almost 50 per cent of all broccoli grown in Australia in 2015, followed by Queensland which produced over 25 per cent. Peak broccoli availability occurs in winter.



Source: Australian Horticulture Statistics Handbook-Vegetables, (2014/15), Hort Innovation, 2016.



KEY EXPORT MARKETS

- Australia exports to a growing number of countries, but by far the most important destination by value for broccoli (and cauliflower) is Singapore, which imported over \$12 million of Australian produce in 2016.



Source: ABARES Trade Data, Jan-2017

R&D

Drive Train

INFO

The Economist Sub-Program is a component of the Vegetable Industry Communication Program and has been funded by Horticulture Innovation Australia Limited using the research and development National Vegetable Levy and funds from the Australian Government.

Project Number: VG15027

