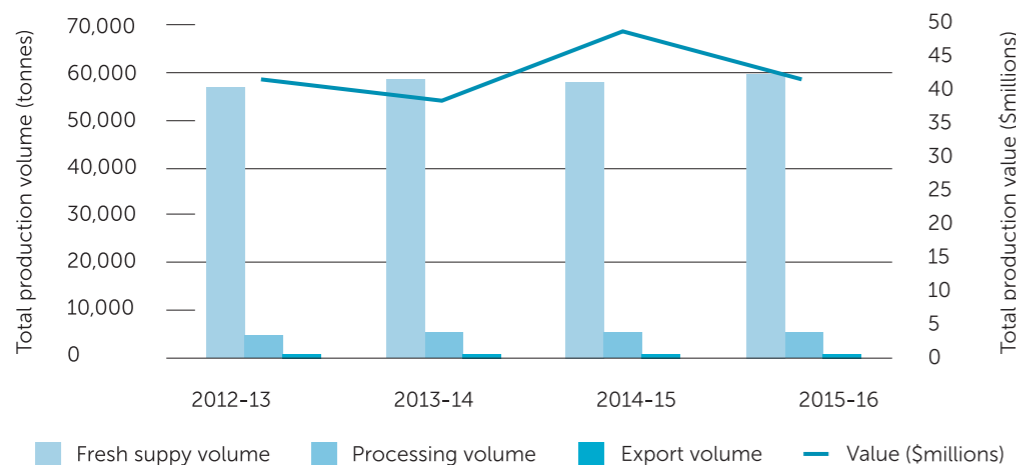


VEGGIE STATS: CAULIFLOWER

KEY STATISTICS

- Australia produced around 65,900 tonnes of cauliflower in 2015-16, an increase of over 1,800 tonnes on the previous year.
- There were around 225 cauliflower producers and around 2,930 hectares sown to cauliflower in Australia in 2015-16.
- Exports of cauliflower and headed broccoli earned nearly \$17 million in 2016-17.

FRESH CAULIFLOWER PRODUCTION

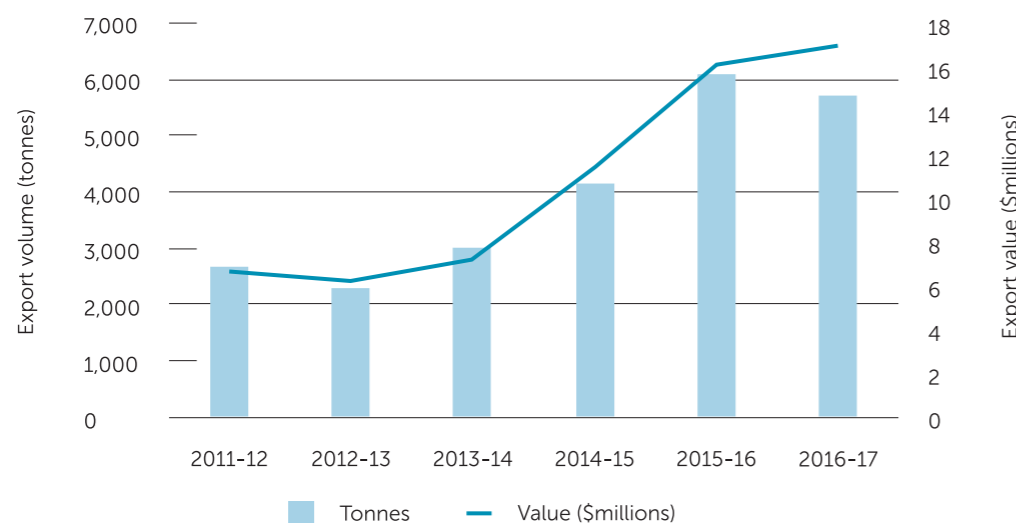


Source: Australian Horticulture Statistics Handbook - Vegetables, Hort Innovation, various years

TOTAL EXPORTS

- Exports of cauliflower and headed broccoli suffered a downturn for several years due to a range of market forces, including the value of the Australian dollar, but have shown growth over recent years.
- The export value of cauliflower and headed broccoli continued to increase in 2016-17, despite a drop in overall export volume, reflecting the value of Australian vegetables' position as a premium product in key markets.

TOTAL EXPORTS OF CAULIFLOWER AND HEADED BROCCOLI (FRESH OR CHILLED)



Source: Global Trade Atlas.



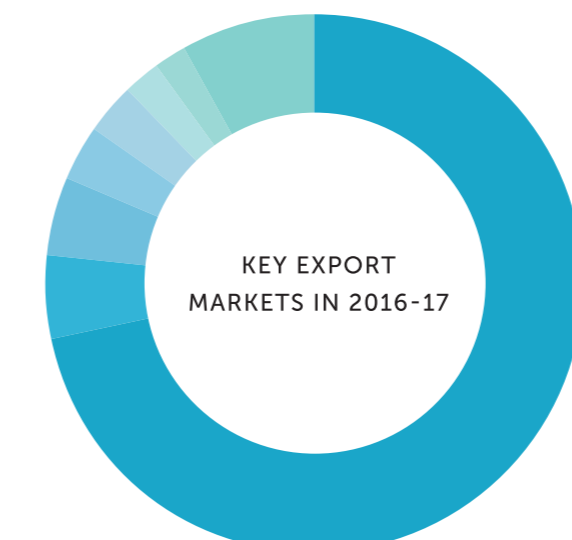
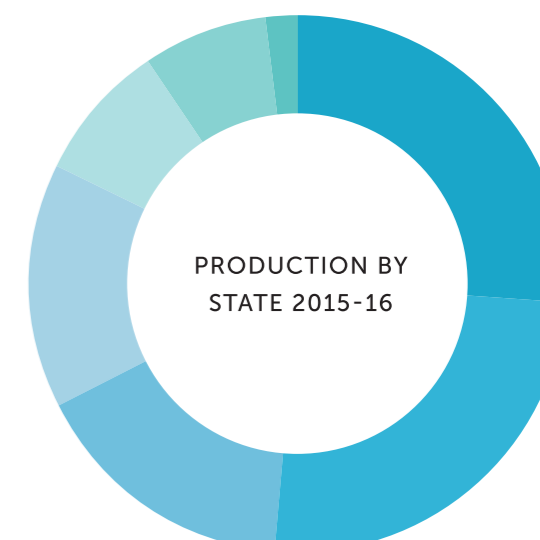
FACT: Movie sound effects artists sometimes record a cauliflower cracking at the stem to simulate the sound of human bones breaking.

STATE PRODUCTION

- Australia produced around \$41.8 million worth of cauliflower in 2015-16, down from around \$49.1 million in 2014-15.
- Together, Victoria and Queensland produced more than half of Australia's cauliflower by volume.



Source: Australian Bureau of Statistics.



KEY EXPORT MARKETS

- Singapore was by far the most valuable export market for Australian cauliflower and headed broccoli in 2016-17, making up over 70 per cent of total exports by value.
- Exports to premium markets have increased significantly over recent years, with exports of cauliflower and headed broccoli to Singapore, the UAE, Malaysia and Taiwan adding a combined \$8.8 million in value between 2013-14 and 2016-17.



Source: Global Trade Atlas.

R&D

Drive Train

INFO

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