

Christmas Day the Aussie way



No matter what the Aussie festive season looks like for you this year, one thing unites us all - the joy of sharing good food made possible by hardworking farmers and the science that supports them.

With many households feeling the pinch, having affordable, high-quality produce on our tables is something worth celebrating. Behind every strawberry, cherry and mango that crowns our Christmas desserts is a partnership between farmers and the science that helps them grow more with less.

Crop-protection innovations safeguard fruit from pests and fungal diseases that thrive in Australia's challenging climate. Without them, growers would lose crops and consumers would face higher prices and fewer choices.

Thanks to science and stewardship, Australian farmers continue to deliver world-class fruit that's safe, nutritious and within reach, so everyone can enjoy a slice of something sweet this festive season.

Figures behind the fruit

43% of Australian households bought blueberries in 2022-23

78% of fruit couldn't be grown commercially without crop protection

100% of commercial berry production relies on modern farming innovations that prevent pest and disease damage

Crop protection saves millions of tonnes of food from being lost each year – keeping prices stable for Australian families.



Making Pavlova **BERRY** nice!

The pavlova debate - Australia or New Zealand?

(We all know the answer, but we'll humour the Kiwis).

What's certain is that without crop protection, there would be no berries to enjoy on it.

