



driedfruits
australia

ANNUAL REPORT 2024/25



OUR BOARD



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Chair



Warren Lloyd
Deputy Chair



Stephen Bennett
Producer



Ashley Chabrel
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Ashley Johnstone
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Rowena Smart
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Specialist



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Sunbeam Foods



David Swain
Sunbeam Foods



Michael Scalzo
Australian Premium
Dried Fruits



Craig Greenwood
Australian
Premium Dried Fruits

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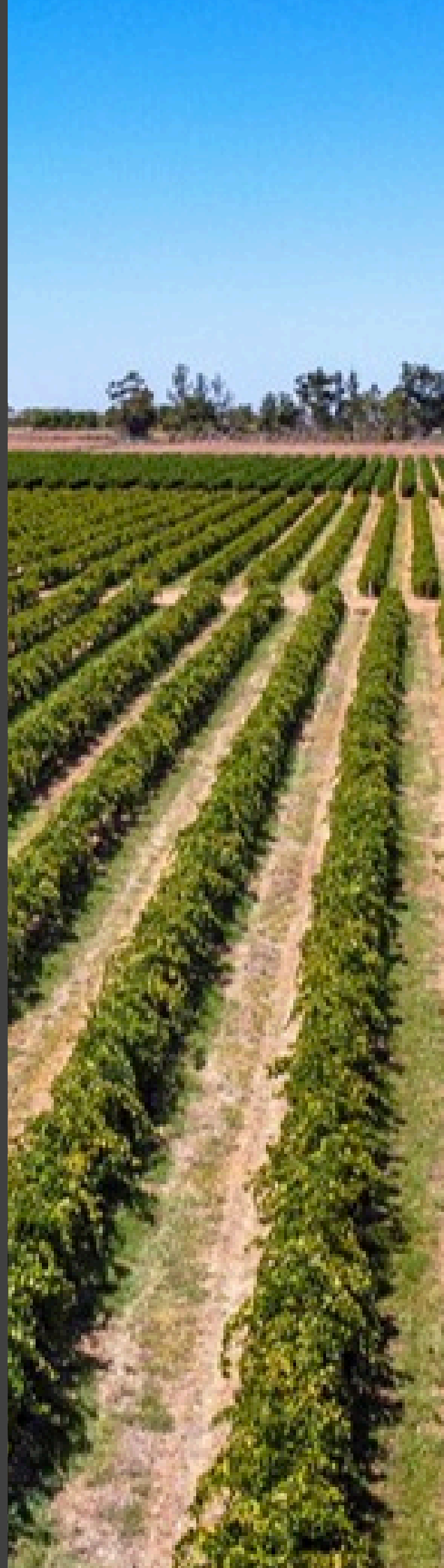
Exports

Imports

Global production

**Dried Fruits Australia acknowledges the
Traditional Owners of the land on which
we work and meet.**

**We pay our respects to Elders past,
present and emerging.**



WELCOME

On behalf of the Dried Fruits Australia (DFA) Board and staff, I submit this report on the activities and representations made by the organisation throughout the 2024/25 financial year.

Mark King | Chair, DFA

ABOUT DFA

WHO WE ARE

Dried Fruits Australia is the national industry body representing the growers, processors and marketers of dried grapes.

The not-for-profit organisation, formerly known as the Australian Dried Fruits Association, was established in 1907 to protect the interests of growers.

Our vision is for a profitable and sustainable industry delivering innovative growth and high quality dried grapes.

HOW WE OPERATE

Dried Fruits Australia is funded by voluntary grower memberships, and can seek additional funding to carry out industry activities through Hort Innovation's Dried Grape Fund, or other channels.

DFA, as a peak industry body, can apply through Hort Innovation for advertised projects pertinent to dried grapes.

Hort Innovation is Australia's research and development corporation, and works with the industry's Strategic Investment Advisory Panel (SIAP) to determine the investment of statutory Dried Vine Fruits Levy payments.

The existing Dried Vine Fruits Levy is set at \$1/tonne for biosecurity, \$7/tonne for marketing, and \$11/tonne for research and development.

All R&D and marketing proposals are brought to the SIAP for discussion.

Dried Grape SIAP members for 2024/25 included Malcolm Bennett, Thomas Cheung, Peter Jones, Nathan Walker, Michael Treeby, David Swain and Mark King.

Current DFA projects funded by the Dried Grape Fund through Hort Innovation include Industry Development, Communications, and Marketing.



OPERATIONS UPDATE

FINANCE

The audited financial report for DFA is presented separately to members at the AGM. The audited financials cover the 12-month period (1 July 2024 to 30 June 2025).

DFA administers the finances for the Australian Dried Vine Fruit Trust and the Dried Fruits Trust and a list of projects is provided at the AGM.

SERVICES

DFA continued to provide finance administration services to the two industry trusts (Australian Dried Vine Fruit Trust and Dried Fruits Trust) across the 2024/25 financial year.

DFA STRATEGIC PLAN 2022-2027

The existing DFA strategic plan was completed in 2022. The plan requires continuous review to ensure it is up to date. The DFA Board began a review process this financial year.

VISION

A profitable industry delivering innovative growth and quality dried grapes.

MISSION

Through industry collaboration, continue to grow and support market demand, profitability, production, quality, innovation and opportunity across the Australian dried grape value chain.

GOALS

Industry: Increase industry investment, innovation, viability, grower returns and sustainability of supply

- Assist with transition to high yield sustainable farming through building better production systems and continue to work with growers, processors, and investors to build market confidence in consistency of supply
- Proactive collaboration with growers, horticultural entities and researchers to facilitate improved production efficiencies
- Through analysis of need and targeted action, provide capacity and capability training to growers to ensure industry sustainability
- Maintain oversight of the development of new viable dried vine varieties

Market development: Sustain and grow profitable markets, market share and product differentiation

- Maximise collaboration with processors on export market opportunities for current and differentiated product
- Explore and support market opportunities and development by creating awareness of the quality benefits and associated production practices of Australian dried grapes
- Utilise consumer insight data in informing and assisting strategic market engagement
- Proactive monitoring of current and emerging industry environmental issues and their impact on markets and on industry sustainability

Organisation: Facilitating timely pathways to measurable innovation outcomes through active, efficient representation

- Provide the dried fruits industry and key stakeholders with up-to-date information on developments and opportunities within the industry
- Build and maintain a strong and supportive membership base to ensure that Dried Fruits Australia remains relevant for current and future requirements
- Lead the industry in defining future RD&E, and marketing requirements and advocate for more industry self determination in the allocation of levy funds and access to non-levy funding sources

TONNAGE REPORT 2025

The 2025 crop result of 18,556 was the highest tonnage recorded since 2018. It was a significant improvement on the previous year's 11,875, and more than double the 2023 crop (7309 tonnes), which was severely affected by flood and downy mildew.

The following statistics, which break down the tonnage by variety, were collected and collated from the processors and provide an insight into the varietal trends across the Australian industry.

The figures reflect a period of production recovery and growth for the Australian dried grape industry.

VARIETY	TONNES 2024	TONNES 2025
Sunmuscat	5641	8337
Sultana	2560	3648
Currants	1521	2205
Sunglo	1336	1658
Raisins	485	331
Other*	332	2376
Total:	11,875	18,556

**includes 1102t Selma Pete and 636.38t Sugra 39*



DFA ACTIVITIES AND ACHIEVEMENTS 2024/25

GrapeWeb – Digital Spray Diary

The Australian dried grape industry continues to work toward improved traceability and compliance with export market MRLs, supported by the digital spray diary.

The system is run through the online GrapeWeb platform using information and updates provided by DFA, and allows growers to record their sprays, improving record keeping and live information sharing with processors.

DFA and processors continue to strongly encourage growers to use this tool, which for some is already mandatory, to help manage their vineyards and ensure they're meeting their reporting obligations.

GrapeWatch alerts

Dried Fruits Australia provided members with access to disease alert system GrapeWatch by working with Murray Valley Winegrowers and GrowCare.

The system uses data from 15 weather stations across the growing district for collection and analysis. Using the new system, producers receive timely alerts delivered by text or email, replacing the former Special Update GrowCare disease alert emails.



GrapelInvest

DFA encouraged investment in the dried grape industry by individuals, accountants, and rural banking sector representatives through the use of the GrapelInvest framework. The platform allows users to make informed investment decisions by measuring inputs and potential earnings. The model was updated this year to be more user friendly and to include the latest data inputs.

Unique Variety Committee

DFA continues to stay up to date on the development of new varieties for drying through its Unique Variety Committee.

The commercialisation of Murray Bold has come along well, with more than 47,000 vines now planted. Murray Muscat is the next variety progressing for commercialisation, providing slightly earlier maturity. This commercialisation is under way with DFA, CSIRO and USDA. Some of the earlier plantings of Sunglo and Black Gem are now nearing or have completed their 10-year royalty from initial production.

Advocacy

DFA continued advocating to Federal and State governments on wider farming issues.

DFA contributes to government inquiries into matters that will impact growers (water, biosecurity, agrichemicals, R&D) and seeks members consultation on these issues.

The organisation also had input into the National Farmers' Federation board/working group and various panels and reference groups for Hort Innovation.

Biosecurity

DFA is a signatory to the Emergency Plant Pest Response Deed (EPPRD) and represents the dried grape industry on Plant Health Australia's Consultative Committee on Emergency Plant Pests (CCEPP) and the National Management Group. The biosecurity levy that began in 2021 pays for the dried grape industry's contribution to the management and eradication of incursions.



Industry development

The Dried Grape Production, Innovation and Adoption Program 2021-2026 (DG21000) focuses on improving the profitability and productivity of dried grape enterprises by promoting and exchanging leading and emerging research and knowledge across a range of key areas.

The industry development project is led by DFA's industry development officer Michael Treeby.

The project is funded through Hort Innovation using the dried grape research and development levy and funds from the Australian Government.

In the past financial year, the project focused on:

- Development and circulation of the industry spray diary
- Resource development, including trellis review, best practice guide, fact sheets
- Education through season updates on YouTube and through *Currant News* emails and *Vine* magazine
- 2024 Top Crop Awards and field walk
- Hosting field industry events, including at Mildura Field Days
- Information sharing and coordinating provision of MAT cups for Queensland fruit fly control





29 Currant News and Special Updates sent

4 Vine magazine editions published

3 YouTube videos, 463 views

15,000+ audience across social media platforms

Communications

The Dried Grape Industry Communications Program (DG22000) aimed to effectively distribute information to dried grape producers and industry stakeholders on a range of topics, including vineyard management, R&D, marketing and events.

The project is led by DFA communications manager Meg Frankel-Vaughan and is funded by Hort Innovation through the dried grape research and development levies and contributions from the Australian Government.

The project delivers key information and messages to all industry stakeholders throughout the year, through a range of channels.

The 2024/25 communications program focused on:

- Promotion of field walks and learnings from these events via fortnightly *Currant News* emails, quarterly *Vine* magazines and on the DFA YouTube channel.
- Social media posts promoting the dried grape industry and news
- Resource development
- Production of *Currant News*
- Production of the *Vine* magazine in conjunction with the Australian Table Grape Association
- Maintaining and updating DFA and Australian Sultanas websites
- Producing media releases on industry issues and events, including awards, Queensland fruit fly and field walks
- Provision of the Nutrition Farming course with Graeme Sait

Industry mapping project

The Australian dried grape industry was this year added to Hort Innovation's Australian Tree Crop Map project.

The project (Spatially enabling tree crop production practice AS23000) will map Australia's dried grape plantings to build a database for the industry, creating its most detailed and up-to-date snapshot to date.

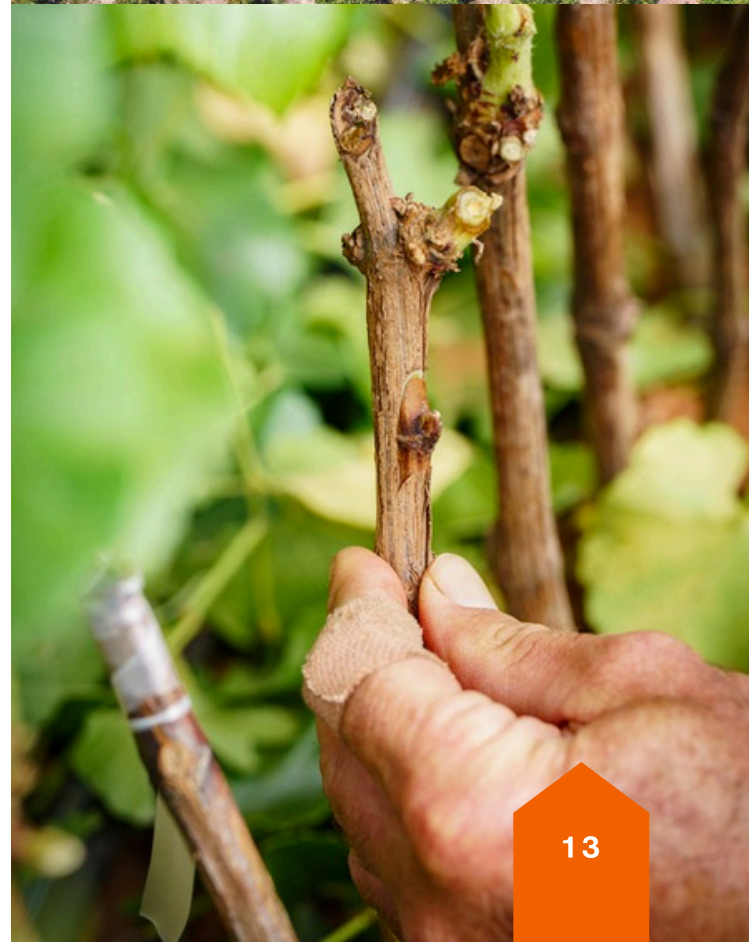
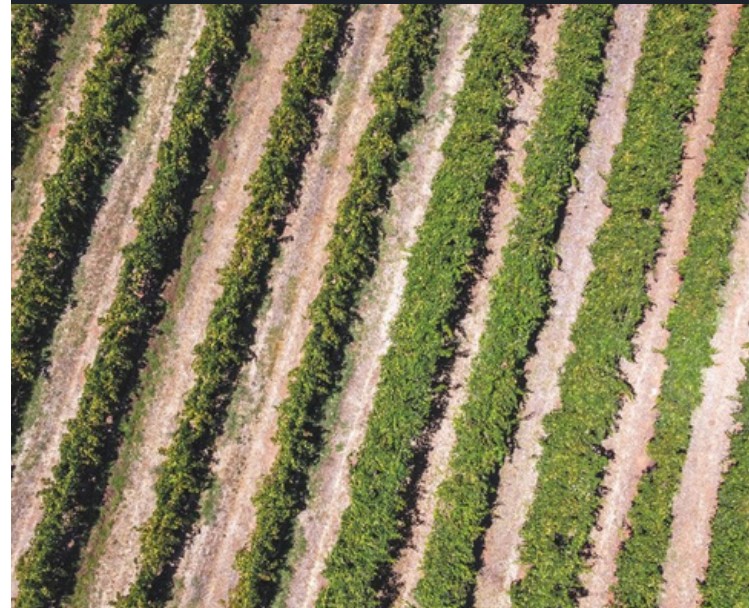
Dried grapes will join the avocado, banana, citrus, macadamia, and olive industries on the map.

The project aims to geographically identify and map fundamental industry information such as variety, planting date, management, and productivity.

The project also aims to help safeguard the industries by allowing first responders and authorities to quickly plan protection zones during pest and disease incursions.

Delivered through Hort Innovation and led by the University of New England's (UNE) Applied Agricultural Remote Sensing Centre (AARSC) in partnership with the Future Food Systems CRC, the new tool marks an expansion of the Australian Tree Crop Map.

The Australian Tree Crop Map services eight industries and also boasts market access, traceability, yield forecasting, carbon storage, regeneration, and drought resilience applications.





Marketing

Marketing Australia's quality dried grapes to international markets took many forms throughout the 2024/25 financial year.

Here, we break down some of the activities that aimed to highlight Australia's dried grape offering and put the industry's quality product on the world stage.

October, 2024 – SIAL Paris: The international food show brought together producers, distributors, restaurateurs and importers-exporters. DFA chair Mark King and CEO Thomas Cheung were among more than 280,000 professionals from 205 countries to attend the event. Thomas said working with processors, agents and trading partners was an important part of the joint marketing trip.

October, 2024 – International Dried Grape Producing Countries Conference, Paris: The conference followed the SIAL Paris event, where the Australian dried grape industry was represented on the world stage. CEO Thomas Cheung said the conference provided an opportunity for fruitful exchange of ideas and information within the dried grape industry.



April, 2025 – 18th Food Exhibition for Nuts and Dried Fruits, Hefei China:

Attending the exhibition provided a platform for showcasing Australia's industry and product, while discussing key issues within the nuts and dried fruits industry globally. DFA chair Mark King delivered a presentation to attendees on the industry, while he and CEO Thomas Cheung met with several key customers.

May, 2025 – SIAL Shanghai: On behalf of the Australian dried grape industry, DFA attended SIAL Shanghai to showcase the industry's quality products and to reach out to new businesses and customers.

June, 2025: World Expo, Osaka Japan:

Chair Mark King delivered a presentation about the Australian dried grape industry, the quality of its products and the importance of the Japanese market to the Australian industry. The invitation to the World Expo laid the foundation for strengthening Australia's opportunities with Japan.

These projects included funding through the Dried Grapes Strategic Export Marketing 3 Year Plan (DG24501), funded by Hort Innovation, as well as the Australian Dried Vine Fruit Trust and Austrade.

MEMBERSHIP FEES

Endorsed at 2024 AGM, DFA membership fees remained unchanged, and support the peak industry body to continue its work for the industry.

The tiered producer membership fee remained:

- \$9 per tonne (plus GST) on all dried vine fruit deliveries, up to a maximum of 100 tonnes
- \$6 per tonne (plus GST) on all dried vine fruit deliveries, from 101 tonnes up to a maximum of 250 tonnes
- \$4 per tonne (plus GST) on all dried vine fruit deliveries, from 251 tonnes up to a maximum of 500 tonnes
- \$3 per tonne (plus GST) on all dried vine fruit deliveries, from 501 tonnes and above, capped at \$5000.

Associate membership fee of \$100 (plus GST), remained unchanged.

The processor/marketer membership fee is set at \$4/tonne (plus GST) on all dried vine fruits deliveries.

STAFFING

Throughout the year, the organisation was again served by a very small but dedicated team.

On behalf of the board and the industry, we offer our sincere thanks to Robyn, Michael, Meg and Thomas.

The team worked hard to deliver improved outcomes for the industry as a whole and to deliver our projects and services.



INDUSTRY PARTNERS

AFFILIATIONS WITH KEY ORGANISATIONS

Dried Fruits Australia, as the peak industry body for the dried grape industry, works collaboratively and connects with a broad range of groups and organisations in its representation of the industry. These connections include:

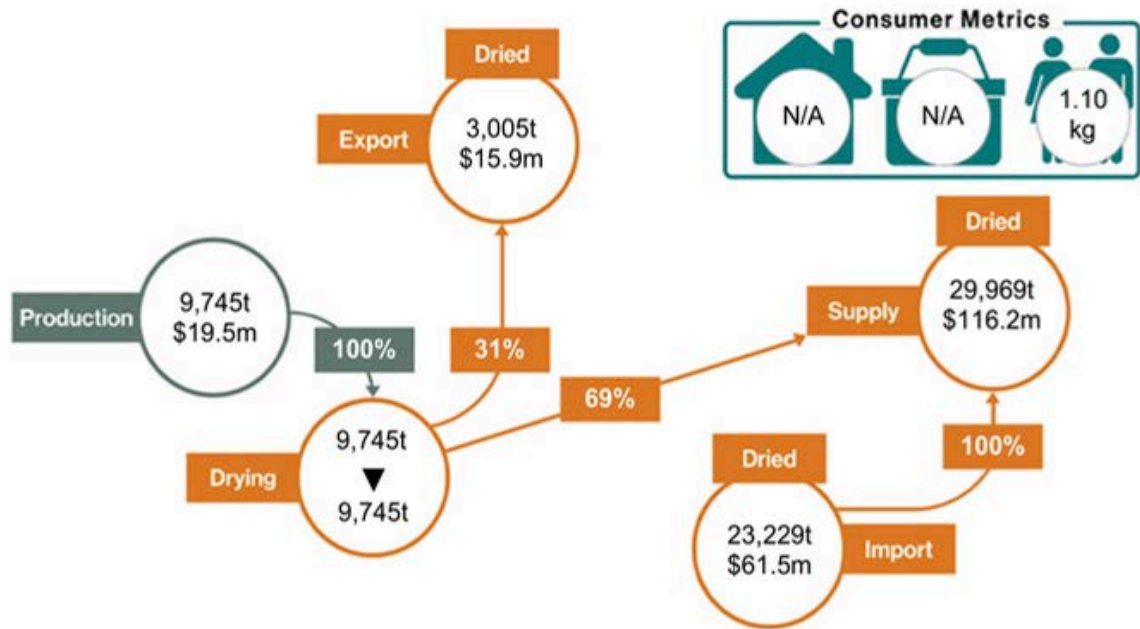
- Hort Innovation
- International Nut and Dried Fruit Council (INC)
- Dried Fruits Alliance (DFA)
- National Farmers' Federation (NFF) – Horticulture Council
- International Dried Grape Producing Country Council
- Horticulture Industry Network (HIN)
- Plant Health Australia (PHA)
- Murray Darling Basin Authority (MDBA)
- Mallee Regional Innovation Centre
- Victorian and Murray Valley Vine Improvement Association (VAMVVIA)
- Australian Farm Institute (AFI)
- Associations Forum
- Murray Valley Winegrowers
- Australian Table Grape Association
- Almond Board of Australia
- Citrus Australia
- Food South Australia



INDUSTRY INSIGHTS

DRIED GRAPE INDUSTRY OVERVIEW

DRIED GRAPES SUPPLY CHAIN – YEAR ENDING JUNE 2024



Sources: Dried Fruits Australia (DFA); GTA/TDM; MP & DD (Freshlogic Analysis)

TOTAL PRODUCTION



\$19.5m

9,745t produced and valued at **\$19.5m** with 100% of production going through the drying process.

PER CAPITA CONSUMPTION



1.10kg

in 2023/24 based on the volume supplied.

- Data and graphic from the Australian Horticulture Statistics Handbook 2023/24

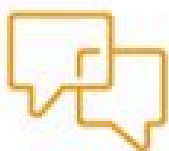
INDUSTRY INSIGHTS

HORT INNOVATION DRIED GRAPE INVESTMENT SNAPSHOT

This snapshot, recreated from Hort Innovation's 2024/25 Annual Report, shows some of the highlights from the dried grape levy investments across the financial year. Here are some of the investment highlights delivered during the year:



\$71,869
invested in R&D



\$83,100
invested in marketing



\$455,804
in levies collected by the government and passed on to Hort Innovation for investment



Industry communication program, delivering the quarterly *Vine* magazine, Dried Fruits Australia e-newsletters, social media content and resources for the industry's website.



Investment in innovation and adoption to assist dried grape producers access and share leading and emerging research and knowledge on production techniques to grow skills, improve productivity and keep quality high.



Maintenance of existing dried grape scion and rootstock trials with a focus on providing dried grape growers with access to superior varieties of dried grape.



Presence at international tradeshow and exhibitions to promote Australian dried grapes to overseas markets.



Access to consumer insights through multi industry investments to understand consumer behaviours, attitudes and purchase intentions.



**SCAN TO READ THE FULL HORT INNOVATION
2024/25 ANNUAL REPORT.**

EXPORTS

AUSTRALIAN DRIED GRAPE EXPORT TONNES

AUST DRIED GRAPES	TONNES 2023	TONNES 2024
Italy	847	1331
Japan	262	444
UK	-	243
Germany	222	746
Vietnam	213	271
Türkiye	144	40
South Africa	-	61
China	133	264
New Zealand	50	221
Australia (re-import)	20	-
France	-	20
Sri Lanka	9	12
Papua New Guinea	9	12
Switzerland	6	6
Fiji	3	7
Belgium	3	121
Ireland	2	1
Vanuata	2	-
Philippines	1	1
Malaysia	1	-
Singapore	1	1
Luxembourg	-	2
Thailand	-	1
Hong Kong	1	-
South Korea	-	1
TOTAL	1930	3806

- Data from INC

IMPORTS

DRIED GRAPE TONNES IMPORTED TO AUSTRALIA

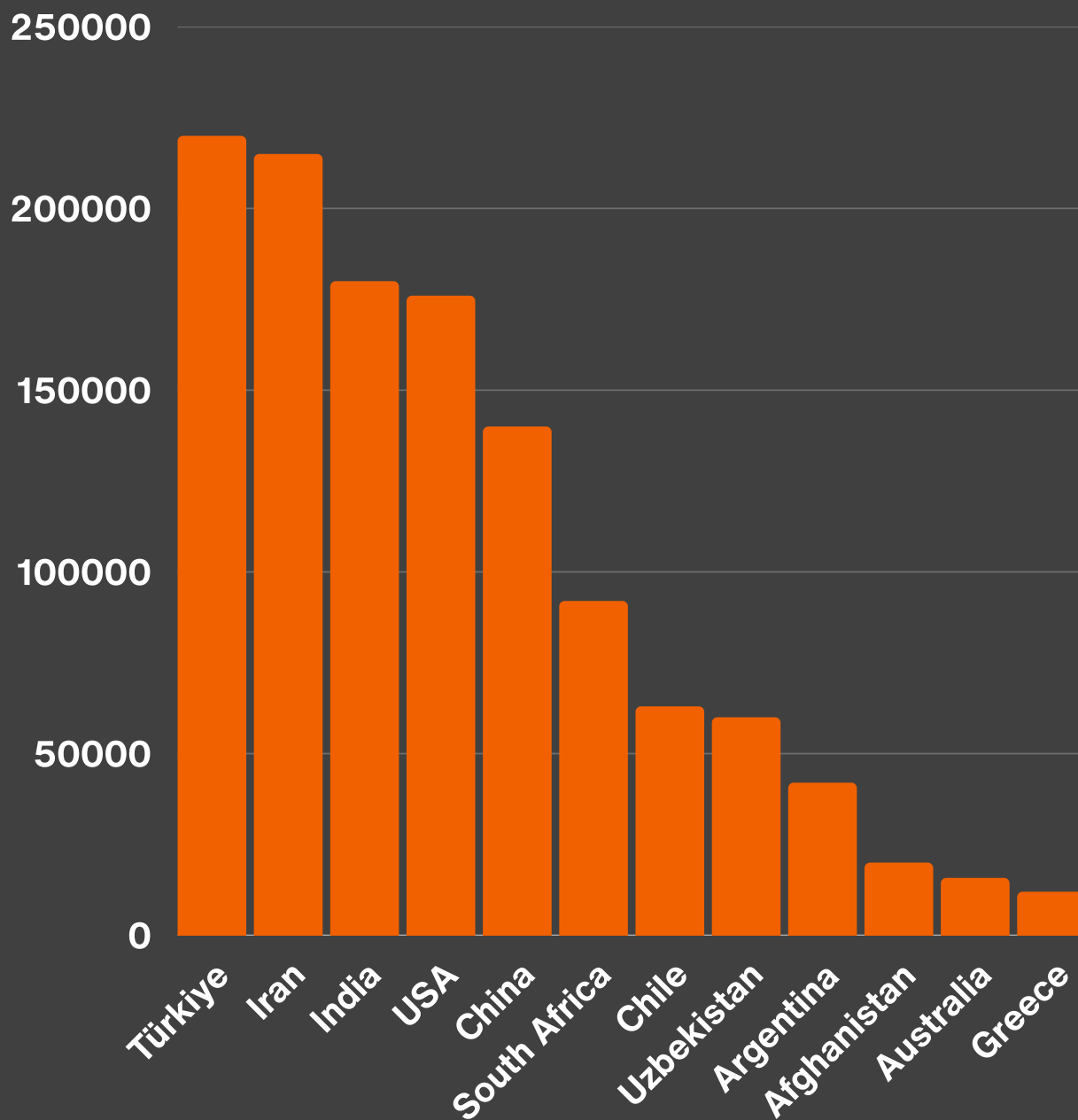
COUNTRY OF ORIGIN	TONNES 2023	TONNES 2024
Türkiye	14,970	12,005
China	2314	4169
Greece	1780	676
South Africa	1163	1361
USA	558	1090
Chile	446	261
Pakistan	147	196
Iran	146	129
Afghanistan	111	59
Argentina	-	40
Uzbekistan	-	8
India	47	72
Australia	20	-
New Zealand	8	3
Spain	-	3
Italy	4	-
UAE	2	-
TOTAL	21,715	20,071

- Data from INC



GLOBAL PRODUCTION

DRIED GRAPE PRODUCTION 2025



- Data from INC



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