



Mango Agribusiness Research Program

Session 2: Innovative case studies
Private sector R&D research

Nutrafruit

19–20 February 2019

Information
Markets
Biosecurity
Quality

Implementing Agency



Funding Agency

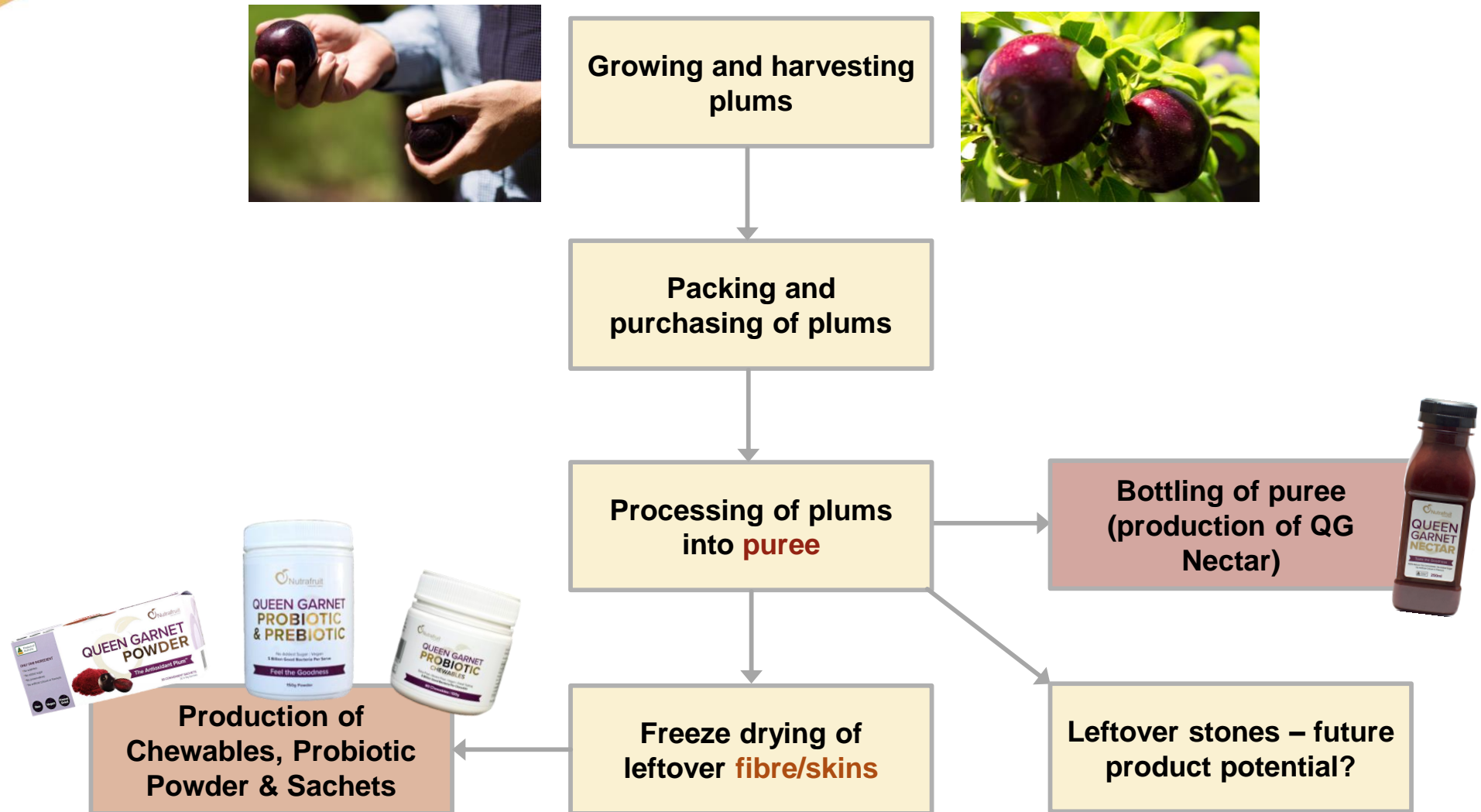




Company / brand overview

- ▶ Nutrafruit is a Brisbane-based company that owns the global commercial licence for the **Queen Garnet - 'The Antioxidant Plum™'**.
- ▶ This plum was selected in 2001 following a strategic breeding program by Queensland scientists to enhance the fruit's commercial properties, from improved flavour or shelf life through to maximising and even boosting the fruit's nutritional values and health benefits.
- ▶ Originally derived from the Japanese plum *Prunus salicina*.
- ▶ Nutrafruit sells a range of 4 different products containing the Queen Garnet.

Innovation examples



Innovation examples (cont.)


- ▶ **Queen Garnet Nectar:** pureed plum with some fibre still intact



- ▶ **Queen Garnet Powder:** freeze dried leftover fibre and skins



Learnings

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- ▶ Freeze drying is an excellent method to increase shelf life and reduce waste.
 - ▶ Capturing the entire fruit allows customers to have a ‘fresh’ experience all year round.
 - ▶ i.e. juicing and removing all fibre would remove the feeling of eating the fresh whole fruit.
 - ▶ Consumers of the value-added products are early-buyers of the fresh fruit.
 - ▶ It is important to determine the optimal horticultural production methods to maximise the production of anthocyanin in the Queen Garnet plum.
 - ▶ Growing for nutraceutical properties as well as flavour profile.

Future developments

- ▶ Research underway to harvest plums based on anthocyanin levels.
- ▶ Process the stones to minimise waste entirely.
- ▶ Expand product range.