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# Tailoring Goldfinger for improved market prospects

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**IHC 2022**  
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### Black Summer bushfire season cost farmers up to \$5 billion



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 news.com.au

### Farmers warn vegetable prices will rise even higher after Sydney floods





# Management practices are improving





# Organic production: where do resistant varieties fit?





# Goldfinger (FHIA-01)



Goldfinger in TR4 screening trial



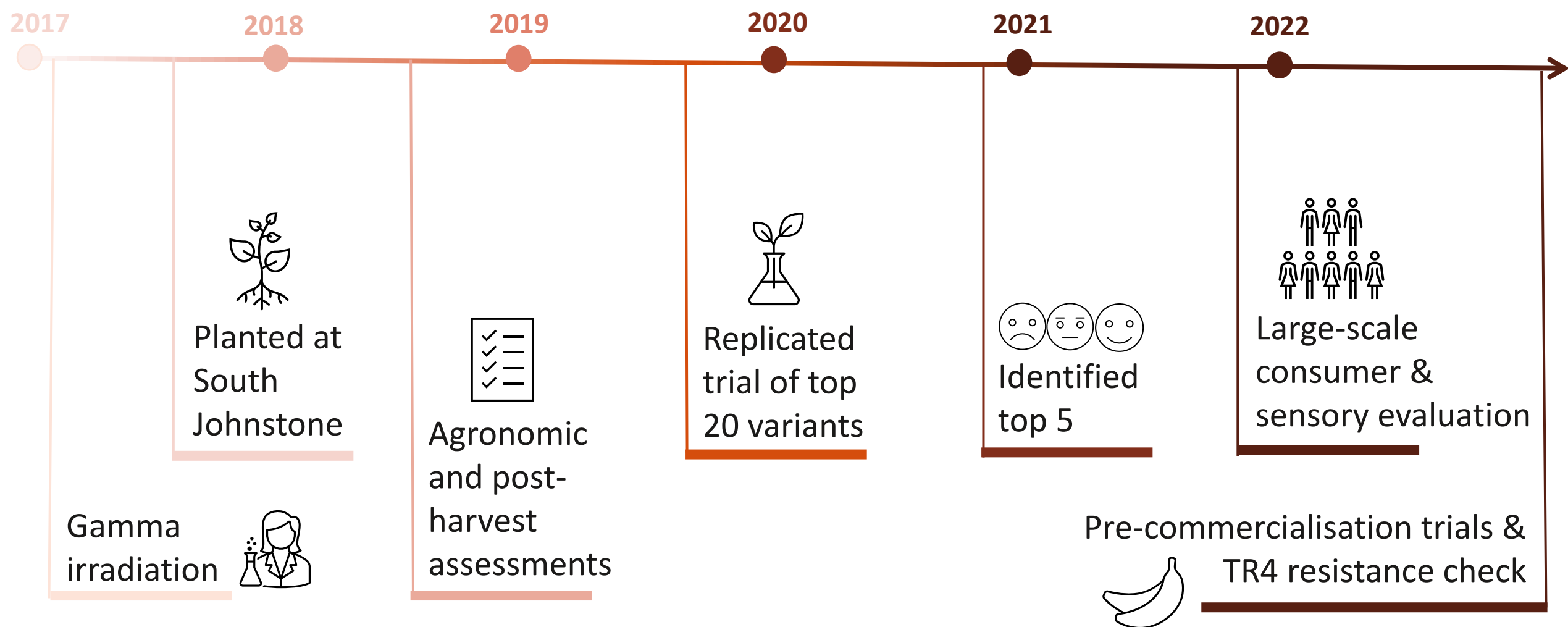
Goldfinger bunch





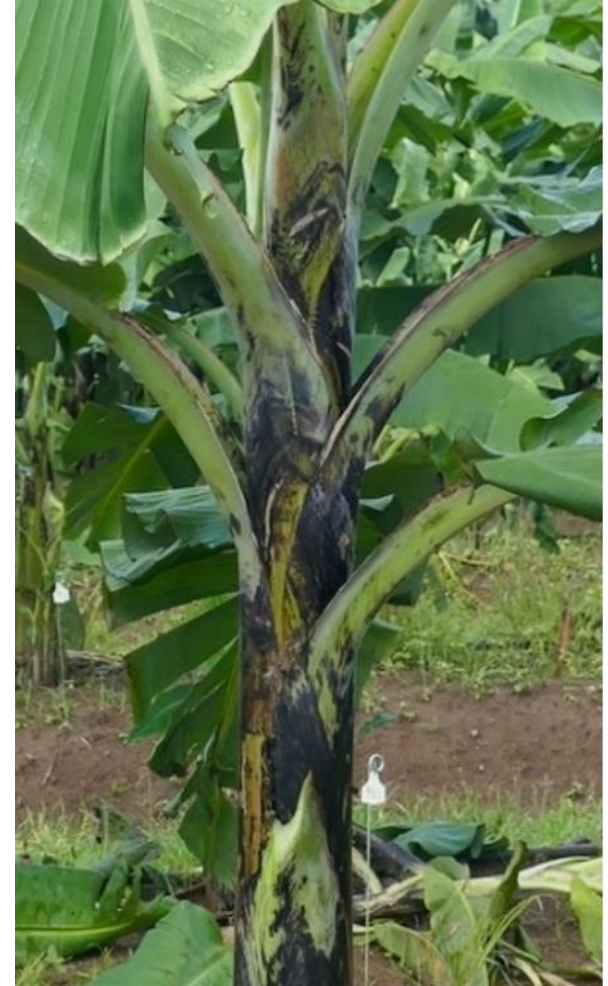
# Goldfinger mutagenesis

*Seeking to improve the eating characteristics of the fruit while retaining Panama disease resistance*





**The irradiated plants exhibited a wide range of variation in plant and bunch characteristics**





# The irradiated plants exhibited a wide range of variation in plant and bunch characteristics





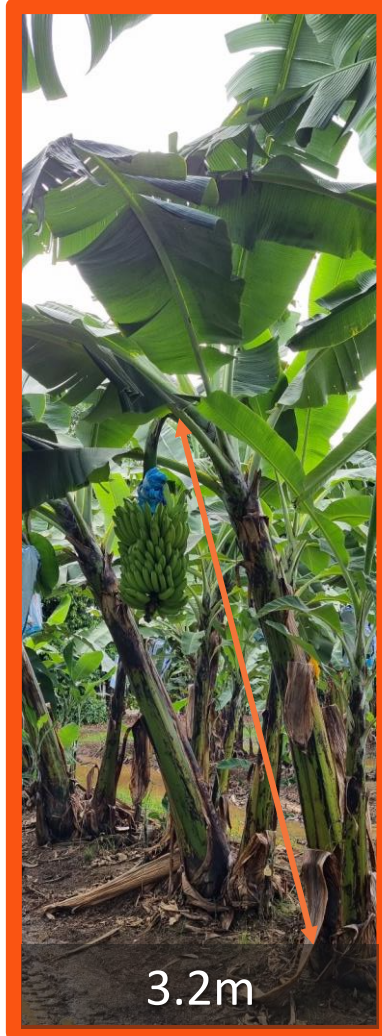


# The irradiated plants exhibited a wide range of variation in plant and bunch characteristics





# The irradiated plants exhibited a wide range of variation in plant and bunch characteristics







# Top 5 selections

544



903



211



Goldfinger

521



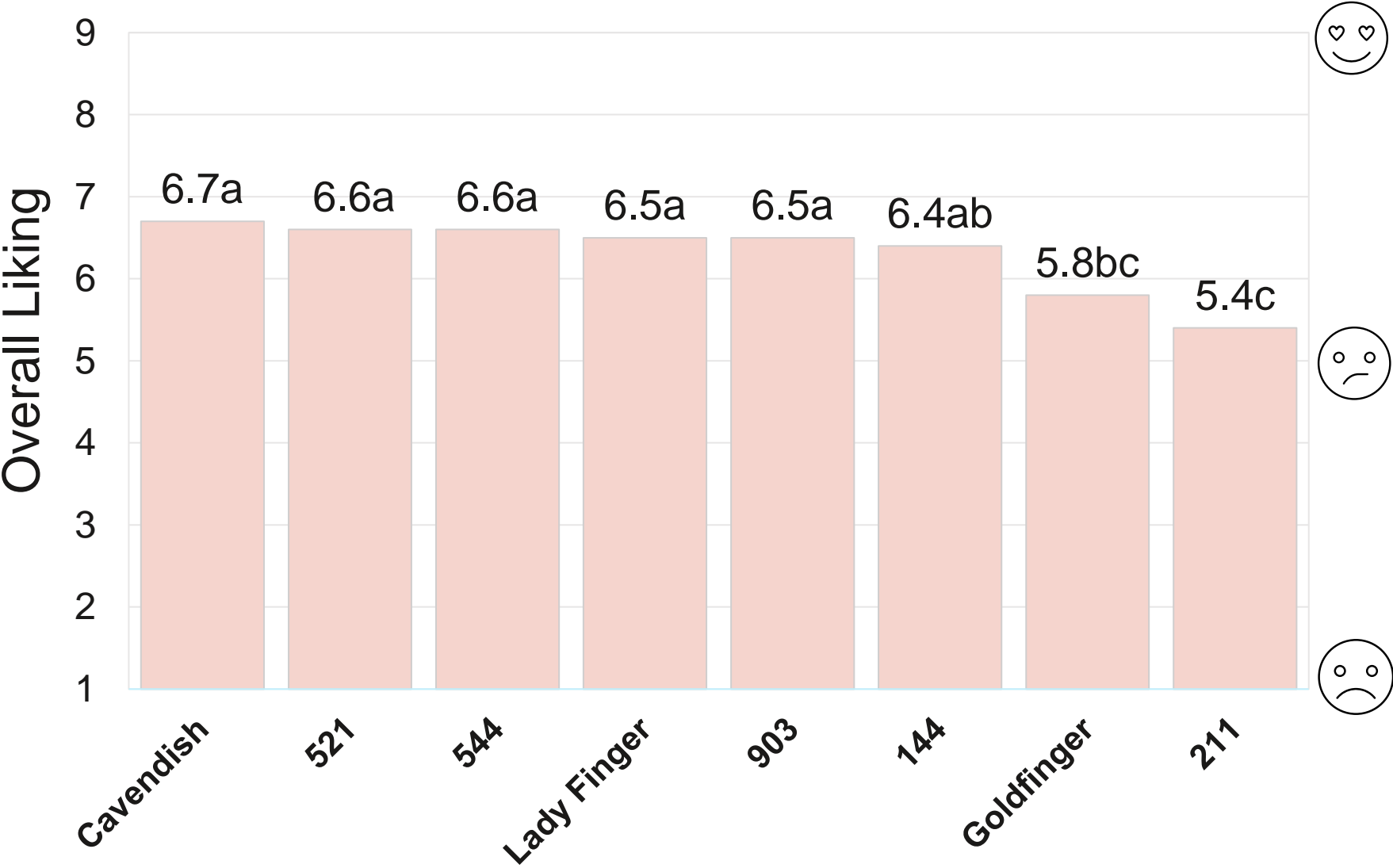
144







# Consumer & sensory evaluation



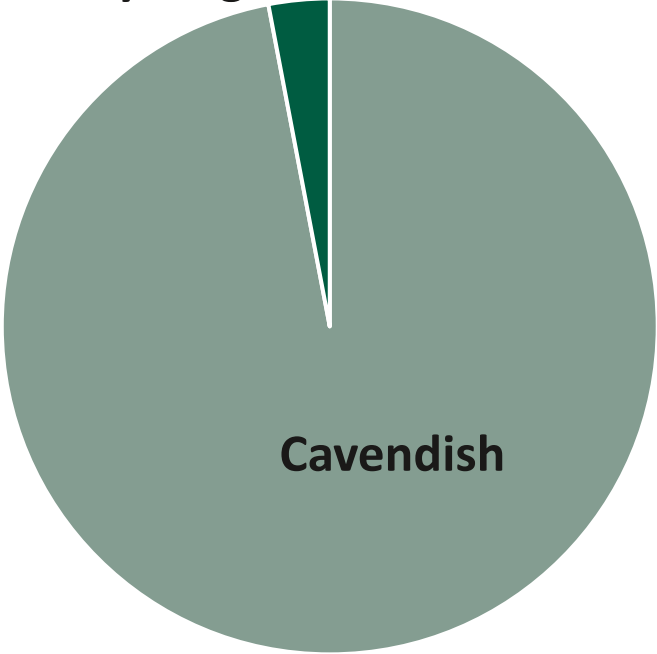




# Market prospects

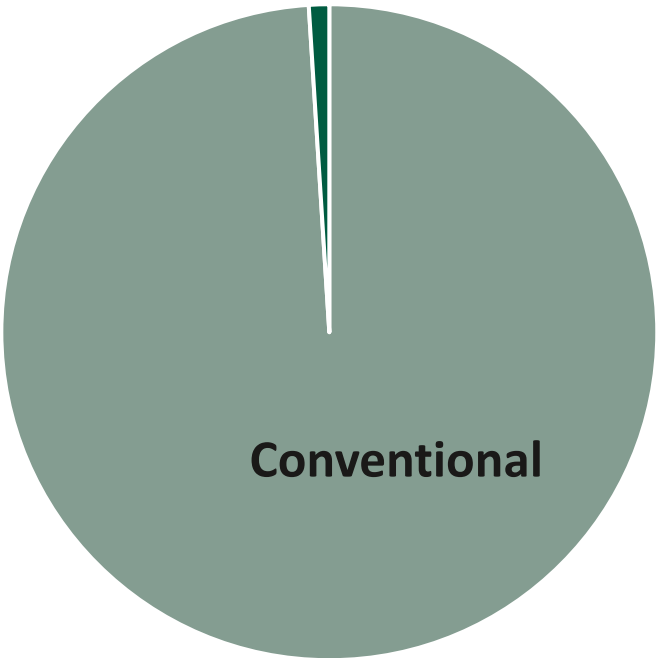


Lady Finger + other



Cavendish

Organic



Conventional

**Current Australian Banana Production**





# Market prospects - \$ Price





# Market prospects - Quality

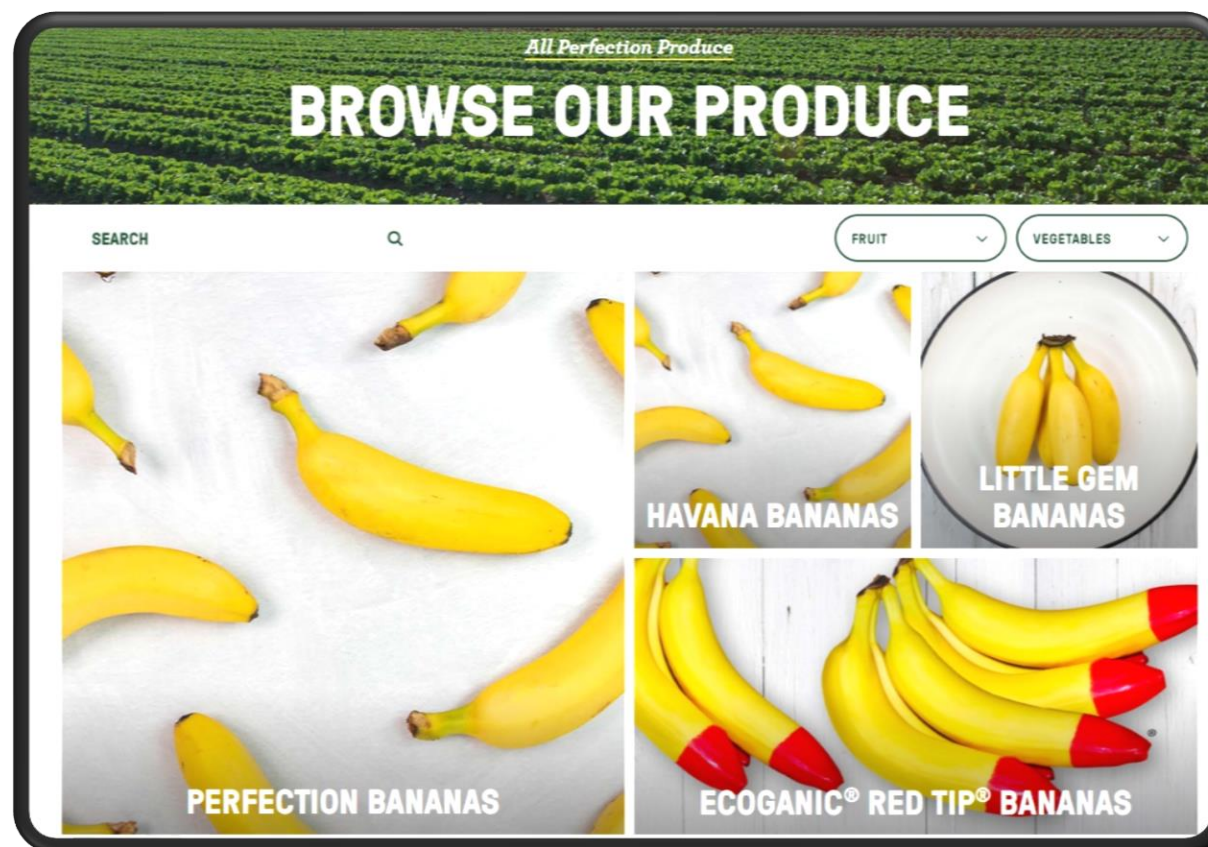




# Market prospects – Market-end support



CIRAD 2020







# Market prospects – Shift in consumer behaviour & demand





# Where to from here?







# Acknowledgements

