



PASSION FRUIT

“Challenges and Opportunities”

Bernhard Frei
CEO Quicornac
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World Production



* Est. 2024 World Production 2,000,000 Mts

● Double the Passion: Meet the Juicy duo !

South American **YELLOW PASSION FRUIT**

(PASSIFLORA EDULIS F. FLAVICARPA)



- **APPEARANCE:**
Bright yellow, round to oval shape, slightly larger than the purple variety.
- **AROMA:**
Strong, tropical, and intensely fruity with citrusy notes.
- **FLAVOR PROFILE:**
High acidity, delivering a tangy and tart sensation.
Vibrant tropical flavors with hints of pineapple and citrus.
Subtle sweetness balances the acidity, creating a refreshing taste.
- **TEXTURE:**
Juicy and more pulp-rich, with a thicker consistency and a slightly fibrous feel.

Vietnamese **PURPLE PASSION FRUIT**

(PASSIFLORA EDULIS F. EDULIS SIMS)



- **APPEARANCE:**
Green to deep purple skin, smaller and rounder than the yellow variety.
- **AROMA:**
Sweet, floral, and exotic, with hints of berries.
- **FLAVOR PROFILE:**
Milder acidity than the yellow variety, with a well-balanced tart-sweet profile.
Notes of red berries, lychee, and floral undertones.
Richer, fragrant, and complex taste.
- **TEXTURE:**
Juicy with a smoother, less fibrous texture. The pulp is slightly thinner but highly aromatic.

Country Strengths and Weaknesses



- **Brazil** has long been the world's largest producer of passion fruit. However, exports of NFC juice and concentrate remain minimal, as the vast majority of the fruit is consumed locally, where it enjoys immense popularity. **Colombia** follows a similar situation.
- **Ecuador**, despite having a relatively small domestic market, was the leading global exporter of NFC juice and concentrate for nearly two decades. Although not a top producer by volume, its strong processing infrastructure enabled it to dominate exports until it was challenged in recent years by Peru and now Vietnam. Labor costs in U.S. dollars, combined with socio-economic factors, have created a less competitive cost structure. However, Ecuador's premium flavor profile remains highly valued by buyers, and passion fruit continues to be a popular cash crop in the country.
- **Peru**, prior to 2010, had only a modest passion fruit industry. That changed when Quicornac entered the country and actively promoted cultivation. Since then, Peru and Ecuador have competed closely for the top juice exporter position until Vietnam reshaped the global landscape. Currently, Peru is facing challenges due to disease pressure, low yields, and reduced Brix levels. However, passion fruit farming and increasingly, local consumption remains popular and is expected to continue expanding.
- **Vietnam** has seen a remarkable rise. Starting in the early 2010s, it significantly expanded production and is now the world's largest exporter of pulp and concentrate. China, Vietnam's largest customer, absorbs over 40% of this output, mainly as scooped pulp with seeds, NFC and fresh fruit. However, this heavy reliance on China presents strategic risks and uncertainty for the industry's future growth and stability.

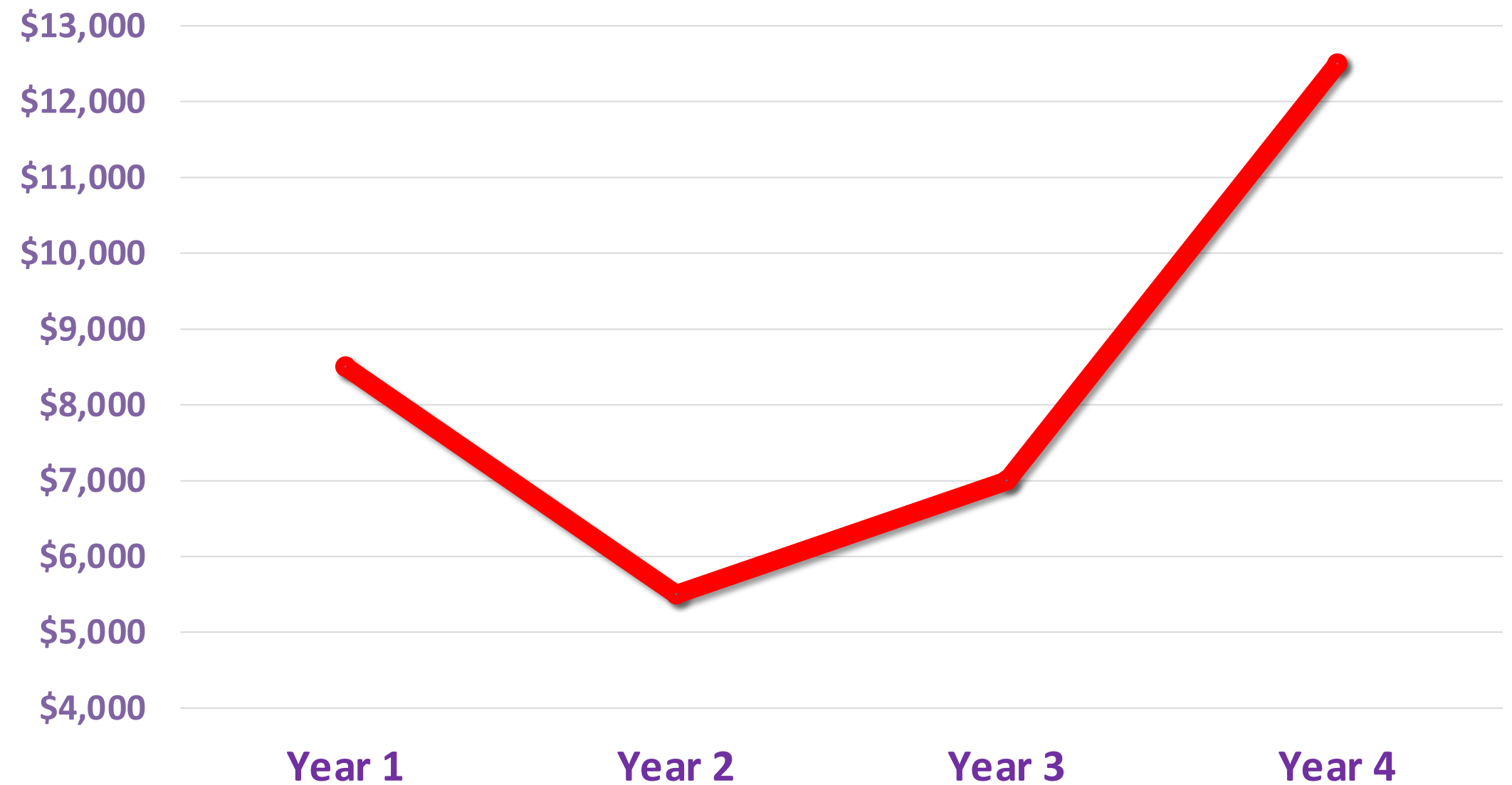


Understanding the Passion Fruit Cycle

Prices fluctuate based on supply and demand, typically following a relatively predictable seasonal pattern within a three to four-year cycle of **scarcity** and **overproduction**. However, in recent years, a combination of plant diseases, climate variability, low Brix levels, and socio-economic instability has disrupted these patterns, making market behavior more difficult to forecast. Inconsistent harvest volumes, shifting production zones, and domestic inflation have further added to the complexity of today's market dynamics.



50 Brix Price FOB (spot)



● The Cycle of Passion Fruit, Simplified

- **Passion Fruit is a vine, not a tree crop like citrus**

Yes, it's a vigorous climbing vine with a relatively short to medium commercial life span of up to 4 years. It begins producing quickly, with the first harvest typically occurring 6 to 10 months after planting. However, due to disease pressure, intensive commercial exploitation, and soil-weather conditions, the peak productive lifespan of the vine is mostly reduced to just 1.5 to 2.5 years. Yields vary dramatically, from as low as 8 tons per hectare to over 80 tons in a year. This wide variability, combined with fluctuating market prices, creates strong dynamic conditions that either encourage farmers to expand planting or prompt them to switch to other crops. **The natural cycle between peak crop exhaustion and replanting contributes to recurring periods of low and high fruit availability, a pattern that has repeated, and will continue to repeat, throughout the history of passion fruit cultivation.**



Managing and Mitigating Risks: A Two Sided Coin

- **For the buyer:** While charts and historical data are essential for understanding the passion fruit cycle, maintaining a close relationship with a top reliable producer is equally important. The key to securing favorable pricing lies in timing, while ensuring stable volumes depends on maintaining safety stocks that must be regularly replenished. Although passion fruit NFC and concentrate can often be sourced on a spot basis from multiple sources, locking in inventory when market timing is favorable is essential. When it's not, it's critical to ensure that stock levels are sufficient to cover production needs for at least six months to a year and a half. Weather patterns, shifting farming practices, competition for fruit, and rising demand all contribute to supply and price volatility, factors that are often difficult to predict through data alone.



- **For the producer:** So why not just own farms? In the 90s, we invested in a 300-hectare passion fruit farm to secure part of our own production. Unfortunately, the farm was completely devastated by disease, resulting in significant financial loss. Uncurable pathogens such as fusarium, viruses, and other infections spread rapidly, and the cost of maintaining a large-scale farm proved unsustainable. Based on our 30+ years of experience we can reasonably conclude (while some may debate it) that the most resilient and scalable model is one of fragmented production: working with smallholder farmers managing plots of no more than 5 hectares, located in diverse and distanced regions, and promoting cooperative structures to ensure delivery, quality, consistency, and long-term sustainability.

● The Cycle of Passion Fruit: Ok, now what ?

- **Bottom line is that every** fruit has its own distinctive crop pattern and production cycle some are short and reactive, while others follow more extended, less predictable rhythms. Seasoned buyers understand that success in sourcing depends heavily on timing and market awareness. They know when to enter negotiations, often by observing subtle cues in supply, demand, and field behavior.

Passion fruit, in particular, demonstrates a unique and well-defined cycle. Our experience has shown it typically follows a three to a four-year pattern, within which we can expect a period of approximately 1.5 to 2 years of abundant, stable supply. This window is followed by a contraction, replanting phase, where availability tightens, prices rise, and market volatility increases.

Recognizing and adapting to this **natural rhythm** is essential for informed purchasing decisions. Passion fruit cannot be treated like other commodities; it must be approached with an understanding of its specific agricultural and market dynamics. Buyers who rely on traditional, reactive buying strategies risk facing stock-outs, price shocks, or quality compromises.

Building and maintaining a strong relationship with a reputable, experienced processor is key. Such partnerships provide access to early insights, strategic guidance, and reliable supply planning. In doing so, buyers are empowered to act decisively and confidently ensuring product availability, maintaining margins, and ultimately reducing supply chain risk.



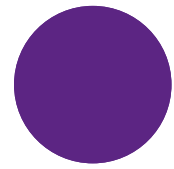
● Opportunities: Everyone ❤️ Passion Fruit !

- Passion fruit is enjoying a surge in global popularity, driven by its vibrant tropical flavor, aromatic intensity, and versatility. It has become a star ingredient not only in juices and smoothies, but also in the rapidly growing world of cocktails and mocktails, where bartenders value its bold, exotic profile to craft memorable, flavorful drinks. At the same time, high-end cuisine and Michelin-starred restaurants are increasingly using passion fruit in elaborate desserts, sauces, and plated presentations, leveraging its tangy sweetness to balance rich or complex dishes.
- This culinary renaissance is paired with rising consumer interest in natural, functional, and premium ingredients, making passion fruit a favorite in the health and wellness space as well. Whether in a craft cocktail, a luxury dessert, or a plant-based product, demand is growing across diverse sectors of the food and beverage industry positioning passion fruit as a high-value, high-flavor, and high-impact proposition.



Everyone ❤️ Passion Fruit !





Everyone ❤️ to cook with Passion Fruit !



Everyone ❤️ a buzz with Passion !





Now a little bit about us....



Quicornac is the leading global processor of passion fruit with over **35 years** of experience and industrial operations in **Ecuador, Peru, and Vietnam**. We have built a solid reputation for quality, reliability, and deep industry expertise. From NFC juice and aroma to juice concentrate, our passion fruit ingredients serve some of the most recognized brands in the beverage, foodservice, and retail sectors worldwide. Our multi-origin approach enables us to monitor every step of the process from farm to delivery ensuring consistent quality and year-round availability.

What sets **Quicornac** apart from the rest?

It's not only our strategic presence in each major exporting country that sets us apart, but also our deep commitment to sustainability, innovation, and partnership. We work with thousands of smallholder farmers and collection centers through long-term relationships and cooperative models that promote stable incomes and improved agricultural practices. This decentralized model enhances resilience, supports rural economies, and promotes a stable supply of fruit across seasons and regions. In a world of growing volatility, climate change and evolving consumer habits, **Quicornac** stands at the intersection of taste, trust, and transformation.



Ecuador



Peru



Vietnam



Let's keep the conversation going..!



Bernhard Frei - CEO bfrei@quicornac.com

Ricardo Merino - VP Commercial rmerino@quicornac.com

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Muito Obrigado....!

