

# **ACHACHA – THE COMMERCIALISATION OF A TROPICAL FRUIT**

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## **ABSTRACT**

This paper describes how a little-known fruit from the Amazon Basin, the Achacha, was grown for the first time in a commercial plantation environment in tropical north Queensland, Australia. The fruit has been sold in Australia and exported since 2009. The paper describes the marketing and selling approach taken to launch a fruit new to the world, packaging details, research activities carried out to date, and an issue for the future – namely, to find a viable method of separating skin from pulp and seed.

Keywords: Achacha, *achachairú*, *Garcinia*, certified organic, biodynamic