

Impact of tea tree research and breeding programs

Since 1993, Southern Cross University (SCU) has helped develop Australian tea tree oil into a globally competitive industry. By working closely with our partners, AgriFutures and the Australian Tea Tree Industry Association, we have delivered economic and societal benefits for industry and growers.

Lead researcher: Dr Jos Mieog | **Contact:** research@scu.edu.au

Key impacts include:



Significant yield improvement

1993: 100-150kg/ha
2018: 350-450kg/ha



Quicker seed rollout

New high-performing seed resources delivered to growers every two rather than every seven years.



Market resilience

SCU's integrated research and certification capabilities have enabled cutting-edge advances, helping to grow the industry, deliver premium pricing, and ensure long-term industry resilience.



Economic benefits

\$4.5M: Annual benefits to growers
\$38M: Annual production value
\$35M: Export sales
\$45M: Benefit to regional economies in NSW and QLD.



Consistent quality

With access to improved tea tree genetics, growers can deliver a consistent supply of top-quality oil, ensuring Australia retains its international market leader status and brand integrity.



State-of-the art systems

New breeding management and evaluation system, and improved genetic resource management, including a seed and pollen bank and inventory tracking system.

