

FOR IMMEDIATE RELEASE



**NORFOLK**  
HEALTHY PRODUCE



## The Purple Tomato™ Receives Full Regulatory Approval in Australia

*Food safety and cultivation approvals clear the way for Purple Bliss™ tomatoes to reach Australian consumers later in 2026*

**Melbourne, Australia and Davis, California – January 21, 2026** – All Aussie Farmers and Norfolk Healthy Produce today announced that The Purple Tomato™ has received all necessary regulatory approvals in Australia, paving the way for commercial availability of this innovative, health-focused produce under the Purple Bliss™ brand later in 2026.

The Purple Tomato™ has now cleared Australia's two key regulatory milestones. First, Food Standards Australia New Zealand (FSANZ), the government agency responsible for ensuring the safety of food sold in Australia, has confirmed that The Purple Tomato™ is safe to eat. This approval, now officially recorded in Australia's Food Standards Code, means The Purple Tomato™ can be sold as food throughout the country.

Second, the Gene Technology Regulator has issued a license for intentional release of The Purple Tomato™ into the environment. Australians can now grow The Purple Tomato™ without requiring specific approvals for each planting, as is true for conventional tomato varieties.

The Purple Tomato™ is enriched with anthocyanins, the same beneficial compounds that give blueberries and blackberries their deep color. These naturally occurring pigments are well-known for their antioxidant properties and are associated with diverse health benefits. The Purple Tomato™ technology was originally developed in the laboratory of Professor Cathie Martin at the John Innes Centre in the United Kingdom.

"This is a landmark day for Australian agriculture and for health-conscious consumers across the country," said Travis Murphy, Managing Director of All Aussie Farmers. "We are grateful to both the Office of the Gene Technology Regulator and Food Standards Australia New Zealand for their thorough, science-based review processes. Their teams were professional, rigorous, and genuinely engaged throughout the evaluation—exactly what you want to see from regulators making decisions about new

food technologies. We are excited to bring Purple Bliss™ tomatoes to Australian families who are looking for delicious, nutritious options."

Nathan Pumplin, CEO of Norfolk Plant Sciences and Norfolk Healthy Produce, echoed this sentiment: "Australia's regulatory framework has proven to be both rigorous and fair. We appreciate the diligence and open communication from the scientists and reviewers at the OGTR and FSANZ who carefully evaluated our submissions. Their constructive engagement helped ensure a thorough review process. With these approvals now in place, we're thrilled that our partners at All Aussie Farmers can bring the Purple Bliss™ tomato to Australian consumers, delivering on our shared mission of making healthier produce more accessible."

All Aussie Farmers is the exclusive commercial partner for Norfolk Healthy Produce in Australia. Purple Bliss™ tomatoes are expected to be available in select Australian markets later in 2026.

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### **About Norfolk Healthy Produce**

Norfolk Healthy Produce, a subsidiary of Norfolk Plant Sciences, is a pioneer in developing nutritionally enhanced fruits and vegetables through advanced bioengineering techniques. The company focuses on creating produce with improved nutritional profiles while maintaining excellent flavor and growing characteristics.

### **About All Aussie Farmers**

All Aussie Farmers is one of Australia's leading distributors of premium produce, committed to supporting Australian farmers and providing consumers with the highest quality fruits and vegetables. With a nationwide distribution network, All Aussie Farmers connects exceptional produce with consumers across Australia.

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