

**Voluntary Report** – Voluntary - Public Distribution

**Date:** February 09, 2026

**Report Number:** AS2026-0002

**Report Name:** Australia Approves Commercial Sale of GE Purple Tomatoes

**Country:** Australia

**Post:** Canberra

**Report Category:** Biotechnology and Other New Production Technologies, Biotechnology - Plants and Animals

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**Report Highlights:**

Food Standards Australia New Zealand (FSANZ) has approved the commercial sale of genetically engineered (GE) purple tomatoes. The Office of the Gene Technology Regulator (OGTR) in Australia issued a license permitting the growth of a GE tomato throughout Australia. This is the second GE fruit assessed and approved by FSANZ.

## Overview

Genetically engineered (GE) purple tomatoes have been approved for commercial sale in Australia. In January 2026, Food Standards Australia New Zealand (FSANZ) updated its regulations to permit food derived from this specific variety, known as the Purple Bliss tomato. Developed by [Norfolk Healthy Produce](#), the tomato features genes from snapdragon flowers that trigger the production of anthocyanins, the same health boosting antioxidants found in blackberries and blueberries that give the fruit its violet color.

The [Office of the Gene Technology Regulator](#) has licensed All Aussie Avocados (trading as All Aussie Farmers) to grow the crop nationwide, though specific regional restrictions may still apply in certain states and territories. Consumers can expect to see the Purple Bliss sold as fresh, whole produce or as an ingredient in various processed foods.

This milestone marks only the second time a GE food has been approved for sale in Australia. It follows the 2024 approval of a GE banana, though the purple tomato may be the first of these new bioengineered options to reach the hands of shoppers, as the banana is not yet available for purchase.

More information on the commercial release application (DIR-218), can be found on the [OGTR website](#).

More information on the food standards code can be found on the [FSANZ website](#)

## Attachments:

No Attachments.