

Minister Geoff Brock

Minister for Regional Development
Minister for Local Government

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\$200,000 State Government grant for Lobethal company

Lobethal-based company – Australian Pure Fruits – will use a \$200,000 State Government grant to help upgrade its processing line and expand its product range.

Regional Development Minister, Geoff Brock said the project – worth more than \$700,000 – would result in the company producing a new range of Adelaide Hills vegetable and fruit-based drinks.

“This will allow the company to build on its existing skills, while increasing regional employment opportunities and creating a new market for local produce,” Mr Brock said.

“Australian Pure Fruits is already well known as a puree, concentrate, and soft drink and juice manufacturer.

“This project will bring the two processes together to create an exciting range of fruit and vegetable drinks.

“Existing equipment will be refurbished and upgraded, and new equipment will be purchased to produce the range, which will use local South Australian produce, as well as creating nine new jobs by 2016-17.

“Manufacturing will take place at the company’s Lobethal facility, providing economic strength for the Adelaide Hills community with increasing sales revenue adding to job sustainability,” Mr Brock said.

Australian Pure Fruits General Manager, Shaun Flynn said their expansion would create more jobs in the company and the new range would capitalise on the popularity of fruit and vegetable juices in the market to provide a truly local alternative for consumers.

“The majority of our raw materials are sourced from local growers to assure quality consistency and reliability of supply,” Mr Flynn said.

“By increasing our product range we’ll be able to increase the purchase of local fruit and vegetables from SA-based growers and the new venture will augment our range of products and enable us to build a stronger business.”

This project supports the State Government’s ‘Premium Food and Wine from our Clean Environment’ strategic priority.

Adelaide Pure Fruits received the \$200,000 grant through the State Government’s enhanced \$15 million a year Regional Development Fund.

For more information visit www.pir.sa.gov.au/rdf