

## Minister Geoff Brock

Minister for Regional Development  
Minister for Local Government

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### Regional superfood production expansion creates 18 new jobs

Greenwheat Freekeh at Dublin on the Adelaide Plains is set to secure South Australia's position as the leading global supplier of 'superfood' freekeh, through a \$4.4 million project that will expand its production plant and create 18 new jobs.

A \$900,000 State Government Regional Development Fund grant is supporting the expansion of the company's production plant, providing a new viable, sustainable and economic option for grain growers by harvesting and processing green grain into a high value premium product.

Regional Development Minister Geoff Brock said the project would significantly improve the company's current production of green grain freekeh – a dried cereal-based food originating from Northern Africa, Eastern Mediterranean and the Middle East – reinforcing its position as the only company in the world to produce freekeh using specially designed technology.

"Greenwheat Freekeh is already a great South Australian success story, having established a new, unique industry in the Barossa, Light and Lower North region with an international profile," Mr Brock said.

"The company's processing plant – which uses a specially developed process for freekeh production – is currently at full capacity, so the State Government funding will help build a new plant and subsequently create new jobs to process, store, clean, crack, mill and pack freekeh on site.

"The project supports the State Government's economic priorities of 'Premium food and wine produced in our clean environment and exported to the world', 'Growth through innovation', and 'South Australia's small businesses have access to capital and global markets'," Mr Brock said.

Tony Lutfi, Managing Director of Greenwheat Freekeh, said that market demand for freekeh currently outweighed supply with the product now recognised as a global leader in the category of superfoods.

"Freekeh growth in Australia alone has exceeded 220% per annum in the last three years," Mr Lutfi said.

"As the only commercial producer of clean freekeh in Australia, this expansion will enable us to increase our production capacity from 450 tonnes per year in 2014/15 to nearly 2000 tonnes in the first year of operation and 3600 tonnes per year by 2018/19.

“We will also maximise quality assurance, productivity and efficiency of processing on-site, thus reducing costs, managing risks and optimising quality.

“The increased capacity and plant automation and computerisation will also allow us to use local South Australian third party operators and growers to produce freekeh for us under licence.”

The State Government’s Regional Development Fund drives economic growth and productivity by offering grants to boost investment in regional infrastructure and to create jobs and new opportunities for regional South Australia.

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