

Hon Geoff Brock MP

Minister for Regional Development

Minister for Local Government

Tuesday 6 June 2017

\$40,000 State Government grant creating five jobs on the Fleurieu Peninsula

South Australia's only broccolini grower is expanding its facilities, increasing production and creating five new jobs with support from a \$40,000 State Government grant.

Pitchford Produce will use the grant to expand its Fleurieu Peninsula operation by doubling the size of its nursery allowing the family business to meet demand and reduce the need to import seedlings from Victoria.

The grant will also go towards levelling and draining of 80 acres of land, supporting crop rotation and improving soil health and sustainability.

Background

The State Government grant is drawn from the Economic Sustainability Fund.

The grant supports the State Government's economic priority of 'Premium Food and Wine Produced in Our Clean Environment and Exported to the World' by allowing the business to expand production to meet demand.

Pitchford Produce is a family-owned company located at Currency Creek.

The company is able to grow seasonal crops at times when it's too hot to grow them on the Northern Adelaide Plains due to the influence of the sea and lakes on the local climate.

Broccolini is a trademarked hybrid of broccoli and kale, developed naturally in 1993. To be able to grow the crop, growers pay a fee – similar to a licence – to the company that developed the hybrid. Pitchford Produce is the only licensed grower in South Australia.

Quotes attributable to Regional Development Minister Geoff Brock

This grant will help another regional business to expand its operations to meet demand and create 5 new ongoing full-time jobs.

Our regions are crucial to our overall prosperity and make a significant contribution to South Australia's economic strength and social fabric.

We're pleased to be able to support South Australia's only trademark broccolini grower to expand their business to meet increasing demand without having to ship in produce from interstate.

Quotes attributable to Pitchford Produce owner Graeme Pitchford

We're grateful to the State Government for working with us to expand our operations.

The \$40,000 grant will help us to boost our production and make the business more sustainable into the future.

Pitchford Produce supplies businesses around the state with broccolini and cos lettuce.

This expansion will reduce the import of interstate vegetables by \$800,000 in the first year, while our nursery expansion will reduce the import of interstate seedlings by about \$120,000 per year.

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