

# Media Release

**Mr Tim Pallas MP**

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



Wednesday, 20 July 2022

## **JOBS – AND FRUIT – THRIVE IN GOULBURN VALLEY WITH KEY SUPPORT**

The fruits of major investments by the Andrews Labor Government to grow jobs and boost local communities were on full display in Tatura today with the opening of a giant glasshouse harnessing cutting-edge technology.

The addition of Flavorite's new six-hectare glasshouse underscores the Goulburn Valley's reputation as the food bowl of the nation and will support up to 60 additional full-time jobs.

The glasshouse is planted with large truss tomatoes which will produce around 4,000 tonne of fruit a year, making Flavorite the largest glasshouse producer of fresh fruit and vegetables in the country.

Treasurer Tim Pallas and Minister for Regional Development Harriet Shing commended the company on its achievements in the Goulburn Valley, which have been supported by the Labor Government's *Victorian Business Growth Fund* and *Regional Jobs Fund*.

The \$250 million *Victorian Business Growth Fund* was established by the Government in partnership with Aware Super and Spirit Super in 2020 to provide support to successful small and medium businesses that are ready to grow and take the next step. Investments are made by an independent fund manager, Roc Partners.

The Fund invests in Victorian businesses to expand their organisations, achieving better social and environmental outcomes and boosting jobs.

The *Regional Jobs Fund* is part of the Government's flagship *Regional Jobs and Infrastructure Fund* which helps businesses create jobs in regional Victoria, supports community projects and backs councils to build the infrastructure that locals and visitors need.

The new Flavorite glasshouse rises seven metres in height and uses world-leading technology to control every aspect of the environment. The control over sunlight, water, carbon dioxide, temperature and pests ensures Flavorite delivers premium fresh produce 12 months of the year. Glasshouse tomato production is more than 11 times greater than in the field and uses up to 80 per cent less water for the same yield.

The latest construction takes Flavorite's total production under glass from 58 hectares to 64 hectares, with plans for continued growth.

### **Quotes attributable to Treasurer Tim Pallas**

*"We provide funds to back dynamic companies like Flavorite because they grow jobs and provide significant benefits for the local economy through the supply chain."*

*"It's fantastic to see the commitment and world-leading technology being harnessed in Tatura, providing jobs and opportunities now and into the future."*

### **Quote attributable to Minister for Regional Development Harriet Shing**

*"This is a significant project backed by the Regional Jobs Fund that cements the Goulburn Valley's role as a critical part of Australia's fruit bowl – producing nearly a third of Victoria's fruit."*

### **Quote attributable to Flavorite CEO Mike Nichol**

*"This project will help grow our business, diversify our product range, create more jobs for regional Victoria and drive sustainable agriculture. It just shows what can be achieved when government and industry work together."*

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