

NZ GROWER

resident's Word

healthy food messages

**Farmers' Market
Award**

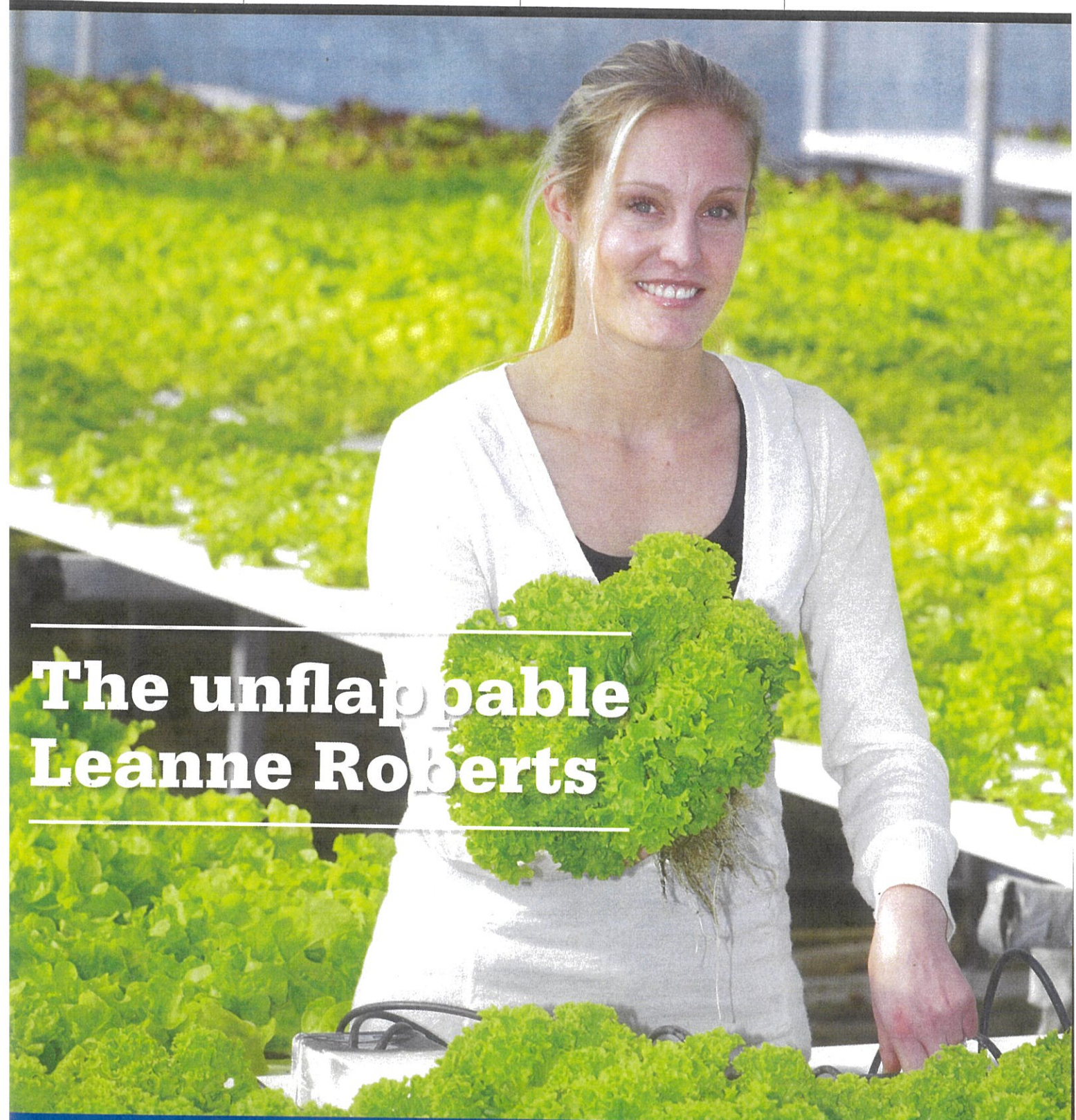
Nelson's Stephen Morris

Profile

Kevin Wilcox

Snap Fresh sale

\$5m boost




The unflappable Leanne Roberts

programme, as well as strong growth in the number of growers and farmers joining up.

Graeme Peters, chair of the Agrecovery Foundation, says the programme's number one strategic priority is increasing the amount of plastic removed from rural areas. "A record year shows that the plans put in place by the board and carried out by its management team are on the right track.

"The 60 companies which support Agrecovery through paying a levy on plastic containers will be pleased that their money is being spent in the right area – increasing the recycling of their containers," says Peters.

You can access a record of your recycling activities by logging on to the "Members" page at www.agrecovery.co.nz or simply call freephone 0800 247 326 for more information. 

Clean up your property with Agrecovery!

Recycling your containers is simple:

STEP 1: PREPARE YOUR CONTAINERS

- Empty and triple rinsed
- Free from dirt and chemical residue inside and out
- Plastic up to and including 60 litres in size
- Label left on for identification
- Products belonging to our participating brand owners can be recycled for FREE.

STEP 2: LOCATE YOUR LOCAL COLLECTION SITE

There are more than 70 collection sites across NZ. Plus large users can contact us for on-property collection (300+ containers)

STEP 3: DROP OFF AND INSPECTION

All containers are inspected before acceptance. This ensures your safety and that of those operating the programme.

We'll also give you a collection receipt to prove you've recycled your containers through Agrecovery.

\$5m boost for packing facilities

By Glenys Christian

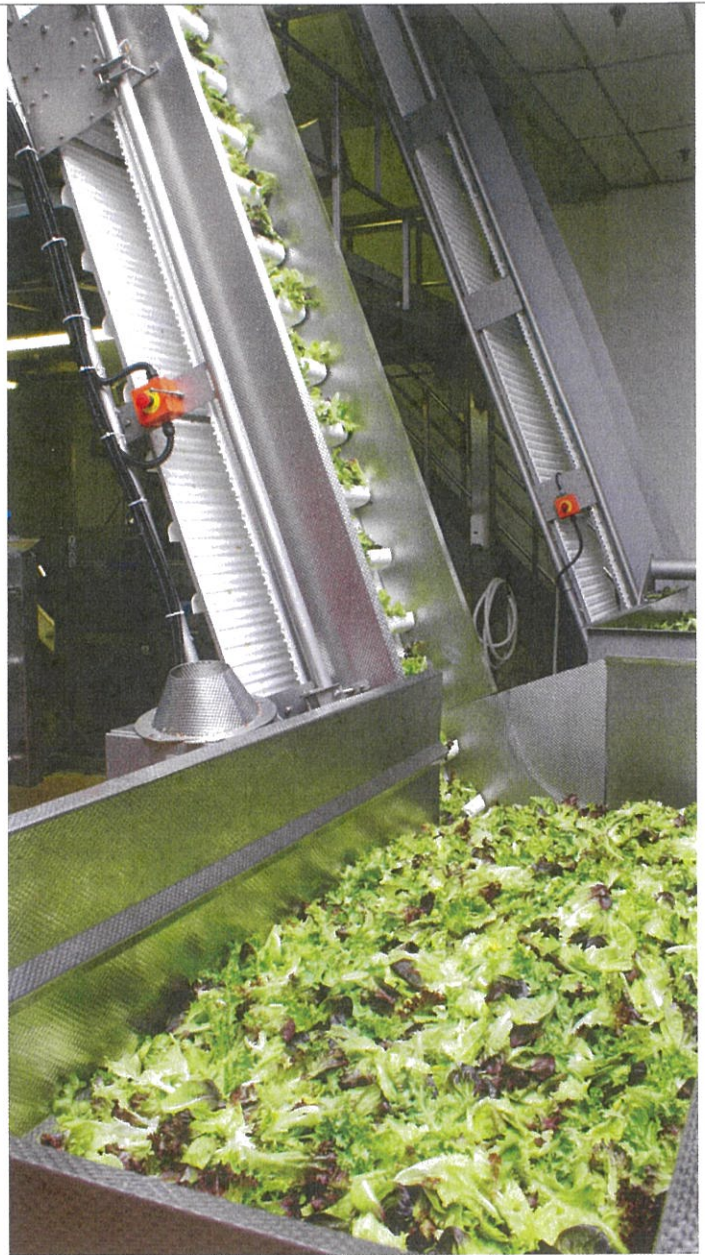
The purchase of Snap Fresh Foods by United States company Golden State Foods (GSF), will see a \$5 million redevelopment of fresh salad and vegetable packing facilities in South Auckland.

The deal, which was announced in mid-August, will see Snap Fresh Foods move from its current location to GSF's Papatoetoe premises. Plans to expand the GSF factory include a new site for sprouts and double the current processing area. Staff numbers will substantially increase when the new facility begins operation, and this will have a direct impact on the dramatic expansion and the number of packages produced in the new factory.

Managing director of GSF Australasia, John Wafer, met engineers soon after the deal was signed and said he envisaged construction of the enlarged factory taking between 12 and 15 months. Until then it was business as usual for both the Auckland sites.

Executive vice-president and operating officer of GSF, Neil Cracknell, said GSF looked forward to expanding its foodservice business and entering the retail sector. The addition of Snap Fresh Foods provided great growth opportunities, particularly in retail salads, while also providing new products and capabilities to existing foodservice customers. The new GSF facility will include a viewing gallery to provide visitors with some insight into the operation. "We've had a very positive response from our customers," said John. "They like the idea of innovation coming through into the business."

GSF was established in 1947 in Los Angeles, with the intention of supplying meat products to restaurants and hotels. An association with McDonald's soon began and GSF became a primary supplier in 1967. The company grew to become a US\$6 billion dollar corporation. GSF develops



hundreds of new products every year based on changing consumer preferences. It now services 125,000 stores in five continents from 44 facilities worldwide.

The company also has a joint venture arrangement with Taylor Fresh Foods (known as Taylor Farms). Founded by Bruce Taylor and partners in 1995, Taylor Farms aimed to become America's favourite salad maker. They now have 11 processing plants across the United States as well as one in Mexico. They are the largest produce supplier for McDonald's and run an integrated production system from seed to delivery. As well as packing for their partners, they also supply produce under their own brands.

Essentia Foods, a business formed by John Wafer and John Hall, supplied salad and vegetables to McDonald's in New Zealand from the 1990s. Essentia was sold to GSF in 2009, but Wafer stayed on to manage the Australian and New Zealand division after the sale. He said the company was "consolidating our footprint and there's plenty of provision for further growth. That's the big opportunity."

For Snap Fresh Foods to continue delivering the best quality products, former owner of Snap, Ashley Berrysmith, said "it was ideal to join the two together." He's now a dedicated supply partner to GSF and has gone back to working more on the farms. Ashley describes the move as going back to his roots and is also looking forward to spending more time with the Berrysmith Foundation, a charity encouraging New Zealanders to eat more fruit and vegetables.

Snap Fresh Foods' core brands, Krispkut, Fresh Harvest, Farmer Bill's and Sproutman will remain, however pack variations will be rationalised. Sales and marketing manager, Stephen Twinn, said "we'll look to what happens in the States and integrate some of Taylor Farms' ideas".

GSF Auckland was recently judged "best performing facility" across a range of objective performance criteria including quality, safety, sustainability and financial achievement. Wafer said the existing GSF staff had responded well to the purchase of Snap Fresh Foods. "And we are delighted that all of the existing Snap Fresh staff have agreed to join us." 