



**Ardmona**

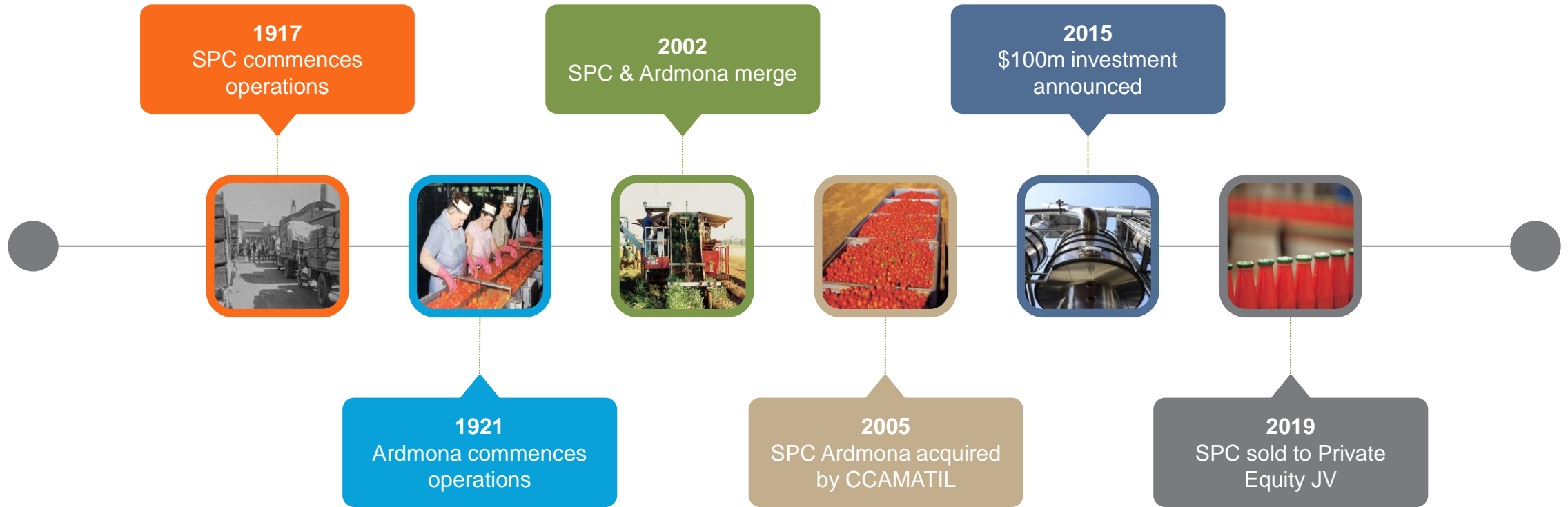
**CRUSHED**

VINE RIPENED TOMATOES

**100% AUSTRALIAN  
GROWN**



# THE 1<sup>ST</sup> 100 YEARS





# THE NEXT 100 YEARS

**Great Past.**  
**Bright Future.**

Australia's oldest fruit processing brand has a new owner.

**Shepparton Partners Collective** will help give SPC the bright future it deserves.

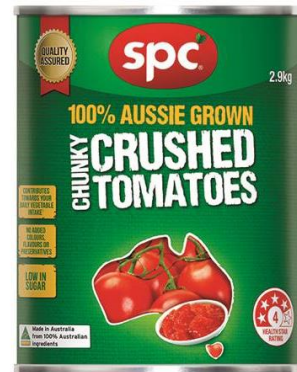


# MARKET LEADING BRANDS

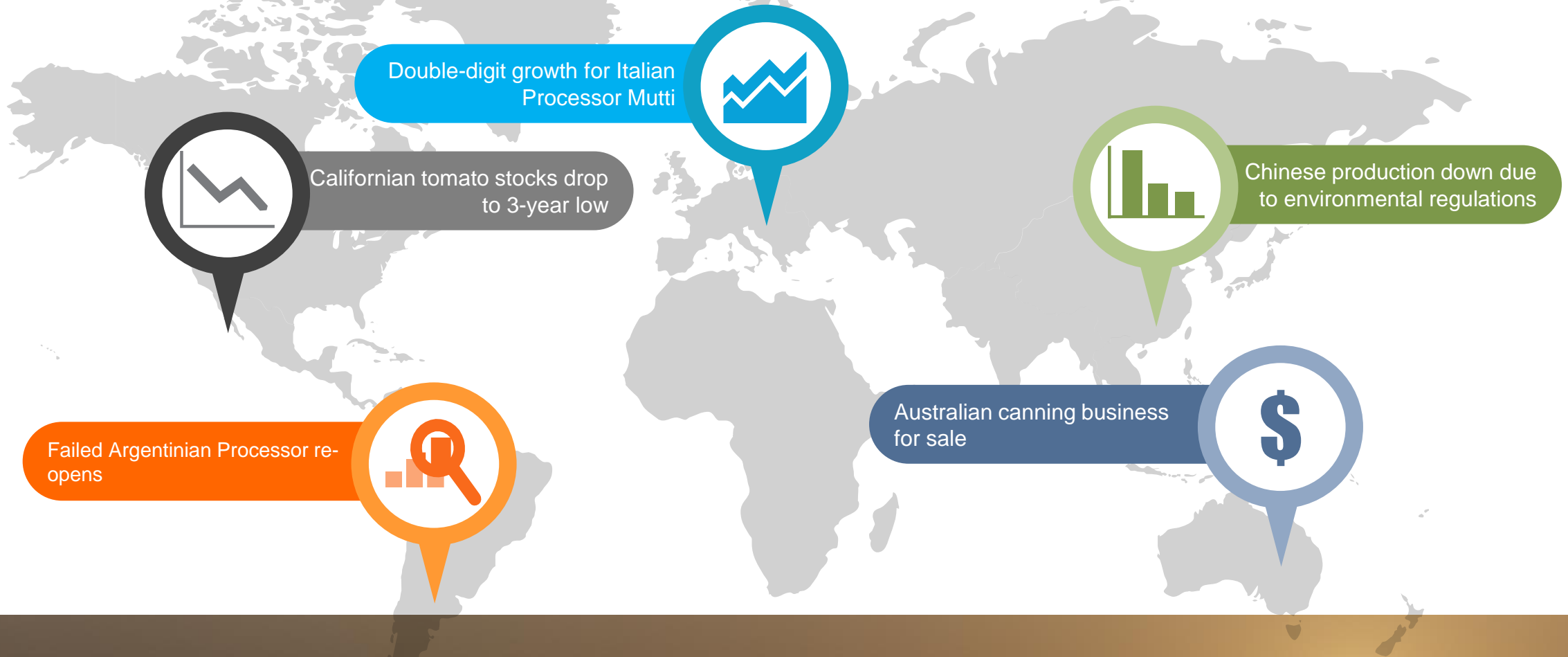
Premium



Every Day Value



# GLOBAL OUTLOOK - VOLATILITY



# LOCAL TRENDS - TRUST

## Traceability

Food safety from the source



## Trusted Value

Brand relevance in a digital age. Personal differentiation and varieties

## Provenance

Buy / Source local. Clean and Green



## Organics

GMO Free. No nasties

# INDUSTRY CHALLENGES

## GROWERS

**Supply Costs (water & labour)**

**Climate (industry viability)**

**Industry Consolidation**



## SPC

**Buyer Power (Retailers)**

**Product Substitution (Foodservice)**

**Dumping (retail & F/S)**

**Supply Costs (energy)**

# INDUSTRY FUTURE

- 1 Grower  
Sustainable supply
- 2 Processor  
Low cost operations
- 3 Industry Body  
Drive for change



3 out of 4 tomato cans sold were from Italy





**QUESTIONS**