

MERCORELLA GROUP

CARROT COMPANY EXPANSION MEANS MORE OPPORTUNITIES FOR SA



PICTURED LEFT TO RIGHT: Grower - Geoff Bergamin, Coles Hard Veg Buyer - Richard Boshier, Grower - John Bergamin, City of Salisbury - Mayor Tony Zappia, Mercorella Group Managing Director - Mick Mercorella.

Tony Zappia, Mayor of Salisbury, officially opened The Carrot Company's expanded facilities at Burton today.

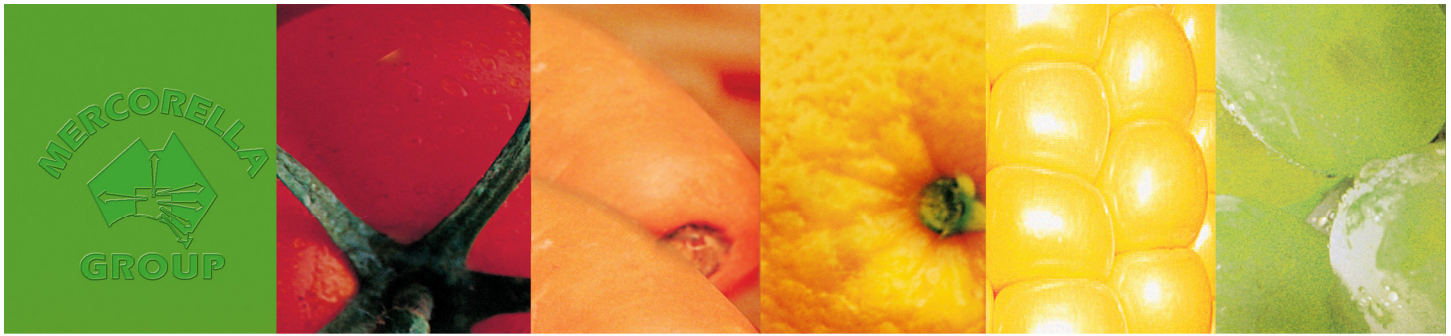
"It's great to see one of South Australia's largest privately owned companies expanding its production facilities in Salisbury" said Mr. Zappia. "This development and increased production means more business for local growers, packaging and transport suppliers, and I'm delighted to say, that means more jobs and opportunities for South Australians" Mr Zappia said.

The Carrot Company has been in the Carrot business since 1995 and is wholly owned by South Australian family company, the Mercorella Group, who invested over one million dollars in the redevelopment.

Mick Mercorella, CEO of the Mercorella Group estimates a doubling of weekly Carrot production capabilities, distributed in loose or in pre-packed bags. The Carrot Company supplies carrots to supermarkets around Australia including New South Wales, with the majority going to South Australian and Northern Territory Coles and Bi-Lo supermarkets as well as export customers.

"The expansion offers a real opportunity to increase supply of high quality South Australian carrots into NSW and Victorian supermarkets" Mr. Mercorella said.

The Mercorella Group operates from a 16 acre site north of Adelaide, strategically located only 7kms from the Adelaide Produce Markets and 10kms from Virginia, an area that grows and produces the majority of South Australia's vegetable range and a key source of high quality produce for distribution throughout Australia and overseas.



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Mr. Mercorella said The Carrot Company is a major washing, grading, handling and packing facility with a network of specialized and fully accredited growers.

"The expansion includes an investment in new building facilities, new equipment and skilled workers" Mr. Mercorella said. "The new Hydro-cooler is able to process and cool carrots to 2 degrees in 5 minutes, reducing handling and improving cool chain practices".

"Importantly, our on-site water filtration plant, developed in partnership with Uni SA, allows us to recycle all water used during processing, 80% of which is channeled back through the Carrot washing process" said Mr. Mercorella.

The Mercorella Group has been operating in the fruit and vegetable industry since 1967 and employs 160 South Australians.

In addition to The Carrot Company, Mercorella Group operates a 7500 square metre refrigerated distribution centre, a wine storage and distribution facility, a specialist grading and packing facility for fresh produce through its Golden Grace Produce business, as well as the NASAA certified Mercorella Organics, and the Mercorella Markets.



PICTURED LEFT TO RIGHT: City of Salisbury Councillor Joe Caruso, City of Salisbury - Mayor Tony Zappia, Mercorella Group Managing Director - Mick Mercorella, Coles Hard Veg Buyer - Richard Boshier.

For more information contact Mick Mercorella, The Mercorella Group, Phone (08) 8280 8150, Mobile 0414 327 086 or visit www.mercorella.com