

THE LAND

SE AGRIBUSINESS

HD **Parmalat spreads its game**

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PARMALAT Australia has bought West Australian-based **dairy** and fruit juice **business** Harvey Fresh, the State's second largest **dairy** processor.

Parmalat said the deal was part of its strategy to grow its Australian and export activities and gives the **company** a strategic footprint in the west.

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Parmalat's global headquarters in Italy is understood to have paid about \$117 **million** (79m euro) for Harvey's WA and NSW processing assets.

"With this transaction, the Parmalat **Group** strengthens its position in the Australian market, broadening its geographic footprint and becomes a fully national player," a **company** statement said.

The acquisition would also further improve Parmalat's export capability, taking advantage of Harvey's 20-plus years of export contacts.

Harvey Fresh, based in south west WA's Harvey district, is a family **company** established in 1986 as a fruit juice processing venture, now producing fresh and long-life lines.

It first exported cloudy apple juice to Asia in 1988 and now sends a variety of fruit and vegetables juices to export markets.

Harvey also specialises in producing fresh and ultra heat treated (UHT) **milk dairy** products, including flavoured and lactose-free **milk** lines, and packs **milk** for the Brownes label and **milk** and juice lines for Coles supermarkets.

In 1999, the **company** diversified into making its own Harvey River Bridge Estate **wine** from grapes source within WA's cool climate Geographe region and now packs house **brand wine** labels, too.

Harvey Fresh's significant juice beverage **business** was expanded further with the purchase of the Nugan **Group** based at Griffith in the NSW Riverina in 2012, picking up a big fruit and vegetable product customer base and more than 12,000 square metres of production and coolroom facilities.

The **company** has two production facilities at Harvey and Hanwood employing about 250 staff, plus 80 hectares of orchards and last year recorded revenue of about \$168m.

Parmalat, one of the world's biggest **dairy** processing businesses, particularly in the UHT and yoghurt markets, has had a foothold in Australia since buying the Victorian border processing operation Haberfields **Dairy** at Albury-Wodonga in 1996.

Two years later it outbid National Foods to **buy** Brisbane-based Pauls for \$436m, also giving it **dairy** plants in Victoria at Bendigo and Rowville.

Parmalat has since moved into the Sydney market, buying the **Dairy** Farmers' Lidcombe plant and the Perfection **brand**.

Parmalat, originally Italian-owned but bought by French **group** Lac- talis in 2011, also has operations in Europe, Latin America, North America, **China** and South Africa.

CO cenord : Parmalat SpA | slb : Groupe Lactalis

IN i413 : Dairy Products | ijuice : Fruit Juices | i41 : Food/Beverages/Tobacco | i428 : Soft Drinks | ibevrge : Beverages/Drinks | icnp : Consumer Goods | ifood : Food Products | inonal : Non-alcoholic Beverages/Drinks

RE austr : Australia | nswals : New South Wales | apacz : Asia Pacific | ausnz : Australia/Oceania

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