



# Media Statement

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## Report points to high pressure processing plant potential at Manjimup

A recent study commissioned by the Department of Agriculture and Food as part of the Manjimup SuperTowns Agricultural Expansion Project has shown strong potential for a high pressure processing (HPP) facility in the region.

The study, undertaken by Dairy Innovation Australia Limited, assessed the potential for establishing a HPP facility in Manjimup.

Department Future Food manager Kim Antonio said the work followed consultation with industry which indicated a lack of profitable markets for second grade produce was a constraint to business profitability in the region.

HPP, also known as cold pasteurisation, involves a high pressure treatment process which can extend the shelf life of food products.

“The study has shown that there is strong desire and support from major producers in the region and that a high pressure processing facility is likely to be viable, based on current data,” Mr Antonio said.

The study concluded:

- The Manjimup region is well suited for a value-added fruit processing facility as it is one of the biggest fruit producing regions in Australia.
- The volumes of composite (second grade) fruits, especially apples, in the region are sufficient to justify establishment of a HPP facility in the region.
- There is significant support from growers and suppliers for value-added processing using HPP of agricultural and horticultural produce from the region.
- Basic financial modelling using volumes of composite apples shows that a HPP facility in the region could be profitable.

The Manjimup SuperTowns Agricultural Expansion Project, is led by the Shire of Manjimup and made possible by the Royalties for Regions program.

Manjimup Shire President Wade DeCampo said, “We’re anticipating that, along with several other benefits a plant such as this will bring to the region, there will be an increase in job opportunities – which will be influenced by how we choose to go about downstream processing.”

“We need to look broader and think outside the square, so we’re considering a number of models,” he said. “One of these models allows producers to hire a room or suite at the plant on a short-term basis, to conduct research and development or to process and package their product for the market.

“This could be an opening for the various niche markets.”

The department has approved the second stage of the study which will investigate the technical aspects of establishing and operating a facility in Manjimup.

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