

# Media Release

## Processing plant - potential profit for the region



SHIRE OF  
**MANJIMUP**



Department of  
Agriculture and Food



### **MEDIA RELEASE – Processing plant – potential profit for the region**

**February 2015**

The possibility of a high-pressure processing (HPP) facility being built *in* the region, for produce *from* the region, is being investigated as a part of the Manjimup SuperTowns Agricultural Expansion Project in conjunction with the Department of Agriculture and Food Western Australia (DAFWA).

Kim Antonio, Manager of Future Food with DAFWA, explained that studies are now being conducted to assess the commercial viability of a HPP in the region, saying “consultation with industry in Manjimup has indicated that the lack of profitable markets for second grade produce is a major constraint to business profitability in the region.”

High-pressure processing, otherwise known as cold pasteurization, is a technique being successfully used around the world to process a range of products, including fruit, vegetables, dairy, meat and seafood. It results in an extension in the shelf-life of the product, without sacrificing its nutritional or sensory characteristics.

Products that already exist in the market are Avocado pulp and pink lady apple juice, which are being produced elsewhere in commercial quantities, for both domestic and export markets.

Manjimup Shire President Wade DeCampo said it was important to look at opportunities to process and value add product from the area. “The benefits of introducing a facility such as this are huge,” Cr DeCampo explained. “Along with creating new jobs in the region, the facility will establish additional product lines which will help local producers become more profitable, and contribute to a reduction in the wastage of perfectly good produce for minor reasons such as lack of colour and/or blemishes.”

Mr Antonio is encouraging producers who are interested in the study to contact DAFWA. “Meetings with key producers will be taking place throughout February and into March, and we are very keen to have the input of all those who have an interest in processing.”

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