



THE APPLE AISLE TURNS JUICY

TASMANIA'S OWN JUICY ISLE REINVIGORATES THE TASMANIAN APPLE INDUSTRY

It is true that the island of Tasmania bears a resemblance to an apple, but its nickname etymology means much more to Tasmanian manufacturer Juicy Isle. As the only supplier of Chilled Organic Apple Juice to Woolworths and Coles, Juicy Isle produces 13 million litres of juice every year and is committed to keeping the Apple Isle true to its name.

Having conducted its own global research in 2009, Juicy Isle recognised the great local opportunity for organic apple juice products. Organic juice was cited as the fastest growing FMCG category in USA and Europe at that time. Now, just eighteen months later, Juicy Isle contracts a majority of Tasmanian organic growers to supply 890 tons of organic apples, dramatically outstripping the 500 tons of standard apples also supplied to the company. Juicy Isle is predicting a further supply increase of 25% for 2012.

Michael Cooper, Juicy Isle's Managing Director commented, "We start crushing apples at 6am and the juice is bottled that afternoon and shipped around Australia the following day. This means consumers picking up a Juicy Isle bottle from Woolworths or Coles are literally drinking the freshest product as it is 72 hours from the tree to their fridge. We don't know of any other company in Australia that delivers this. We are dedicated to remaining true to this freshness guarantee as consumers today are well educated and will not be misled. They are constantly seeking products that are better for them to improve their lifestyle and health. This consumer insight led our shopper marketing and product development team to launch the *Better for You* Range, which is free from preservatives, colours, flavours and additives – it's simply crushed fruit in a bottle.

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**Michael Cooper
Managing Director**

Renowned for its clean, green way of life, Tasmanian apple growers are world leaders in minimising chemicals. Boasting products grown in the cleanest air, the best soil and with the purest water, Juicy Isle takes great pride in its status as a Tasmanian manufacturer in this pristine environment. Juicy Isle significantly contributes to the Tasmanian economy, employing almost 100 people with an additional commitment to using local suppliers wherever possible. Its current major plant upgrades will notably increase production capacity, whilst still maintaining the quality policy the company is so proud to uphold.

By peeling back the rise and fall and now rise of apple growing in Tasmania, we can reveal some of the core challenges Juicy Isle faces. Tasmania's first apple tree was planted by Captain Bligh in the late 1700s. By 1860, 120 varieties were being grown with production reaching its peak in 1964. After the UK entered the EEC in 1973, Australia lost its preferential access to the UK market and in the decade that followed, nearly 700 orchardists left the industry, virtually halving the orchard plantings*.

"We know many Tasmanian apple growers left the industry due to hard times and also due to a diversification of agriculture in Tasmania," said Cooper. "Now, because Juicy Isle is experiencing so much success with its fresh apple products, it has given growers confidence to continue to invest in their orchards so it's a win win for both Juicy Isle and the growers. "

Juicy Isle exports to seven countries and Japan is the latest to join the growing list of customers chasing Juicy Isle's newest product, Hartz Mineral Water. Reflecting the very nature of Tasmania, Hartz is sourced from the South West of the island – the last great unspoilt temperate region in the world. The perfect natural balance of minerals and elements, Hartz is sourced from natural springs and into bottles within 48 hours.

Juicy Isle is currently celebrating 40 years. Raising a glass to all those who have worked so hard to support this family owned and operated business, Michael Cooper said "We will be bringing Juicy Isle into Juicy Aisles for many years to come. Thank you to our employees, our buyers, our consumers for your continuing support."

*Source: www.fruitgrowerstas.com.au