



GOULBURN VALLEY
A GREAT PLACE TO GROW

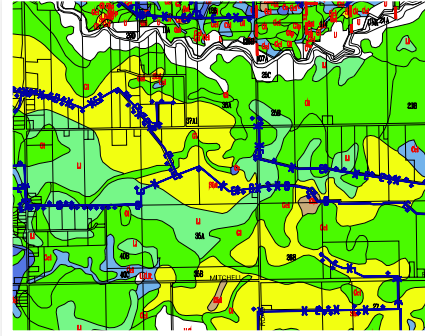


GOULBURN VALLEY

A GREAT PLACE TO GROW

Soils

The Goulburn Valley has some of the most fertile soils in Australia. The Shepparton Fine Sandy Loams which dominate the fruit growing areas are highly suited to irrigated annual and perennial horticultural crops. Detailed soil maps of the region are available. In addition, land prices are significantly lower than those on the capital city urban fringe.



Water

The Goulburn Murray Irrigation District is being upgraded with the \$2 billion Connections Project, improving the efficiency of water delivery to agricultural properties in the region. This world class irrigation system allows growers to order water online, from a high quality supply distributed through the automated channel network. Goulburn Murray high security irrigation water right is among the most reliable in Australia.



AUSTRALIA

Climate

The Goulburn Valley has a Mediterranean climate, suitable for the production of a wide variety of fruits and vegetables throughout the season. Commonly grown vegetable crops in the region are tomatoes, capsicums, zucchini, corn, cauliflowers and broccoli, just to name a few.



Victoria's Goulburn Valley is renowned as the food bowl of Australia. With its soils, irrigation water and connectivity to capital cities and export markets, the Goulburn Valley is well poised to grow even more. What has been traditionally mostly processing fruit and milk country is now opening up to new industries of vegetables, fresh fruit varieties and large scale irrigated cropping.

GOULBURN VALLEY REGION



Transport & Logistics

The existing fruit processing and milk industries ensure that the Goulburn Valley is well serviced by a number of refrigerated and non-refrigerated transport companies. The new Nagambie bypass and the relocation of the Melbourne market to Epping in the city's north has reduced the travelling time from farm to market to well under two hours.



Food Manufacturing

The Goulburn Valley has a high concentration of food manufacturing businesses, including Campbell's Soups and the iconic SPC-Ardmona. In addition to this are a number of milk processing factories in the region, producing cheese, milk and powdered milk products.



Agricultural Services

The scale of the agricultural production region has led to key support in the form of agronomists, chemical and fertiliser supply businesses, irrigation equipment suppliers and every other agricultural service company imaginable. A good supply of labour of all skill levels is available due to the existing horticultural production.



A Great Place to Live

The Goulburn Valley is also a great place to live. Shepparton, at the region's heart, has a \$170 million hospital redevelopment underway. There are a number of schooling options available – from public to catholic to private, and thriving arts and sports communities. A great place to grow agricultural crops – also a great place to grow families!



Geraldine Christou
Manager Economic Development
Greater Shepparton City Council

Ph: (03) 5832 9848
Mob: 0417 091 686



Sam Birrell
CEO
Committee for Greater Shepparton

Ph: (03) 5821 9177
Mob: 0448 357 133