

Alpine Valleys

agribusiness forum

'Australian Alpine Valleys - Where the Best Grows to Perfection'

Project Report

Green Tea Study & Growers' Guide - 2006

**Total Project Cost
\$18,971**

The green tea industry in North East Victoria has been establishing for the last 10 years. It has gone from a industry very much in it infancy to one where the largest processor in the region has committed approx \$10 million to the building of a thrashing plant and the infrastructure to support the industry's growth. Currently there are 11 growers with some 75 hectares of production. For the industry to go from a developmental stage to a fully viable commercial and sustainable agribusiness, focusing on export and value adding, the industry must take the next step.

The North East region of Victoria is well suited to the production of green tea with its climate, water, soils and infrastructure to grow this business and provide an economic opportunity for land holders in the region. The company Ito En Pty Ltd wishes to enter into agreements with new growers to supply product.

The processor and industry group both agree that to remain viable there needs to be a larger production of tea for export which ties in with the next generation food strategy by attracting investment, generating innovation and new enterprises through-out the region. The production of tea in the region is for the export market.

An investor workshop delivered information gathered and distributed it to interested investors.

The understanding of green tea as a valuable product to grow, process and export is highlighted in the growers guide. The guide was produced through consultation with the industry and delivered containing evaluated financial data.

The growers have taken over the guide to manage and update as further information becomes available. The information included in the guide will directly assist the expansion of the Industry. The growers are pushing to expand the regional industry but are constrained by the current processor. The region needs to be active in attracting another processor.