

a
Taste
OF GREATER
GERALDTON

MID WEST • WESTERN AUSTRALIA



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Flavours of Greater Geraldton

Geraldton is located 424 kilometres by road from Western Australia's capital, Perth and 373 kilometres by air. It is the largest regional city north of Perth.

Located right on the coast, Geraldton is the central economic hub of the Mid West Region, an area known for its significant agricultural, fisheries and aquaculture production.

Our vision for Geraldton and surrounds is that it be built on a diverse, innovative, and profitable agriculture and food sector, servicing local and global markets through the production and supply of high quality food.

Geraldton's well developed infrastructure makes it a strategic logistics hub, accessible by sea port, road, rail and air. Our proximity to key Asian markets opens up the opportunity for local food producers to feed the world from our home base.





Welcome

Greater Geraldton has long been known for its enduring and highly profitable food production sector.

Its broad acre agriculture, wild catch fisheries (the largest in WA), intensive horticulture, orchard farming, aquaculture, and large and small livestock farming, providing 2,271 local jobs and a total output of \$818M per annum.

With the increase in global demand for clean, green and home grown products the opportunity exists for our region to capitalise on our best assets, clean air and clean waters.

An abundance of fresh, high quality produce grown within the region has provided the foundation for the emergence of food manufacturers developing products that are uniquely a taste of Greater Geraldton.

In a very short time, products from our region have reached the global stage winning awards overseas and shining the spotlight on Australia's most liveable regional city, Geraldton.

Here is just a taste of what Greater Geraldton has to offer.

Buon appetite!



Mayor Shane Van Styn







6530 Honey

Located in Geraldton, 6530 Honey is a producer of pure honey products, expertly handled by Paul the Bee Man.

The true care given to the bees is what makes the product exceptional.

Each hive is expertly managed on site, and the output is packaged separately. Keeping the unique flavours from each hive distinct.

6530 Honey sell raw garden honey in season (generally from September to December), direct to the public.

PRODUCE

- Raw honey
- Honeycomb



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Aussie Pastries

Aussie Pastries is a locally owned family bakery in Geraldton. The company produces a variety of pies, pasties, sausage rolls, bread and cakes baked fresh on-site each day.

Aussie Pastries prides itself on using the best quality ingredients sourcing the majority from suppliers located around the Mid West.

Aussie Pastries specialise in birthday or celebration cakes and liaise with their customers to create special event cakes.

The bakery produces a range of party foods to order. It also has a variety of takeaway options including burgers and fresh sandwiches available for purchase on the premises.

PRODUCE

- Pastries & cakes
- Bar cakes
- Mock cream & fresh cream swiss rolls
- Slab cakes
- Bread
- Pies



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Block 275

BLOCK 275 is best described by their tagline “Single Origin Farm Produce” and is an extension of Liam and Fiona Mann’s farming operation at Eradu.

Located in a 300mm annual rainfall zone, the family grow wheat, lupins and canola as part of their rotation.

BLOCK 275 was created to buffer the farming enterprise from the unpredictability of the weather and the markets, by value adding to their crops and creating a premium product. The first product created by this enterprise is BLOCK 275 Cold Pressed Canola Oil.

The GM-free canola is grown, harvested, pressed, bottled and hand labelled at the farm. Unlike traditional canola oil, BLOCK 275 is slowly mechanically pressed, filtered (to catch any natural waxes or uncrushed seed) then bottled. No hexane or solvents are used in the production and it’s not heated, bleached or deodorised.

Finally, it is packaged in dark coloured bottles to protect the oil.

The Mann family produce BLOCK 275 as a sustainable product with full traceability and provenance. Small batch production means that information including variety and paddock location is readily available. The next step will see the product being produced to a commercial level.

PRODUCE

Single Origin Farm Produce:

- Canola oil - a golden coloured oil with a naturally nutty flavour and aroma



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Bookara Goat Dairy

Bookara Goat Dairy crafts a range of quality goat milk products at their customised farm site

Based on successful dairy styles across Australia, the dairy and process rooms are housed in a converted hay shed. The goats are well loved and listen to stimulating music while fed oats and barley during the milking process.

Bookara Goat Dairy feed their goats a diet consisting largely of paddock feed, grain and local hay. Soaked lupins deliver protein and energy for the goat's rumen (gut flora) and barley and oats provide carbohydrate.

Oaten hay, dry grass and browse; such as black wattle, leaves and twigs, provide much needed fibre, creating a balanced diet.

Cheese from Bookara Goat Dairy is hand made utilising fresh milk and the finest cultures, along with Western Australian salt.

The results are natural wholesome foods, rich in flavour and goodness.

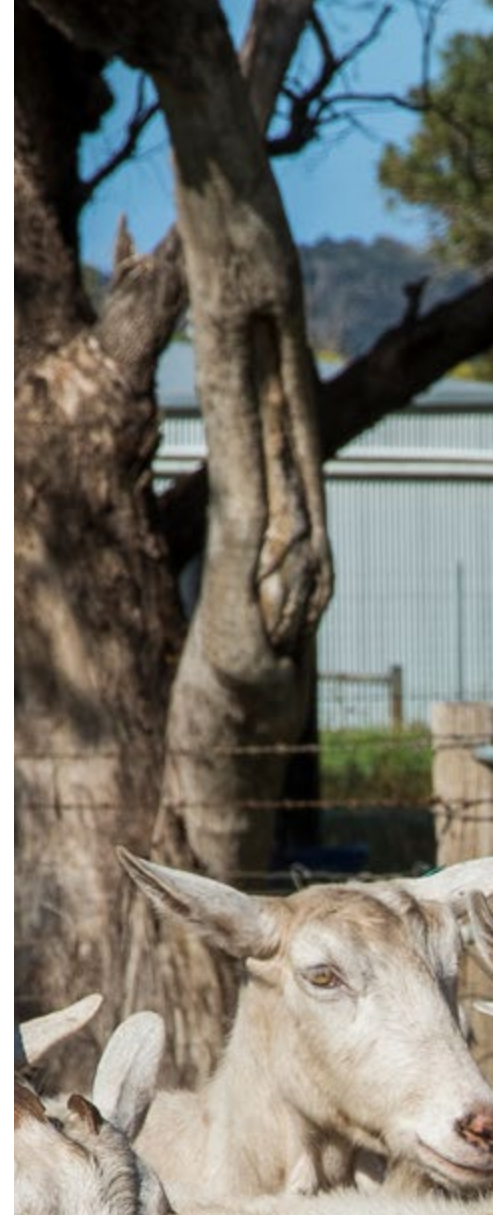
PRODUCE

Milk

Yoghurt

Cheese

- Curd (Cream Cheese)
- Haloumi
- Ricotta
- Yoghurt
- Feta



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BREWBO





Burnt Barrel

Burnt Barrel, Nanson, offers guests a unique experience with quality food, craft beers and house made breads and pies.

Specialising in slow and low smoked Kansas City Style BBQ the meats, sourced from local butchers, spend up to 16 hours in the custom made state-of-the-art Yoder Smoker before being served.

All rubs and sauces used to flavour the meats, and available for purchase, are made from local ingredients where possible. All sauces use fruit, vegetables and chilis from local suppliers and the company's own bees produce the raw honey found in Mustard Carolina Sauce.

PRODUCE

- On-site brewed beer
- Smokey Hickory BBQ Sauce
- Hungary Butt Rub
- Burning Butt Rub
- Hot Chipotle BBQ Sauce
- Sweet Carolina Mustard
- Rubbed Nuts
- Oh Sh!t Hit Sauce
- Raw honey



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Chapman River Olives

Chapman River Olives produces quality olive oil under the brand name Chapman River.

The farm is owned by the Lewis Family and is located adjacent to the Chapman River. Planted in 1998, the olive groves are grown in rich red valley soil producing some of the best, flavour rich, olive oils available.

The olive oil produced by Chapman River Olives can be either robust or fruity, depending on varietal blends.

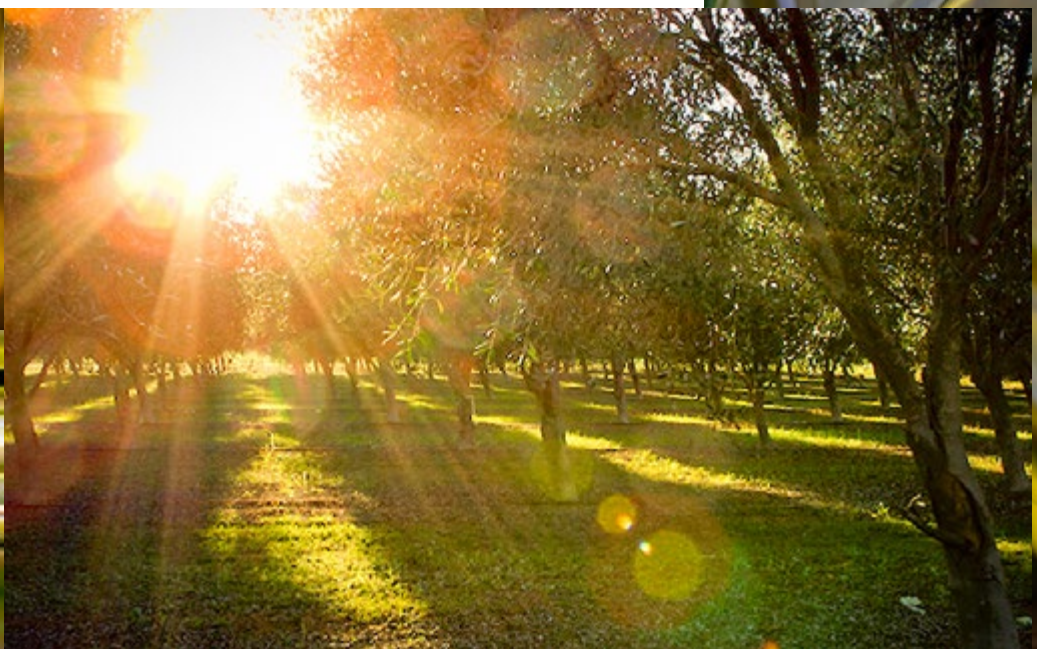
The company has won numerous awards for olive oil production and has progressed from bronze to silver to gold wins consecutively since 2005.

Most recently winning a gold award in 2018 at the Australian Olive Association International Awards.

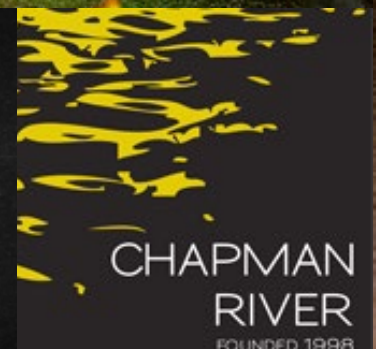
The olive oil produced at Chapman River Olives meets and exceeds the stringent standards set for extra virgin olive oil. Further to this, the Lewis family are members of a voluntary Code of Practice, administered by the Australian Olive Association, which guarantees the quality of Australian olive oil.

PRODUCE

- Extra Virgin Olive Oil



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Chapman Valley Fishing Park

Located a 25 minute drive north of Geraldton, Chapman Valley Fishing Park offers a fun, affordable and unique social experience.

Chapman Valley Fishing Park offers a catch and release fishing experience with fresh fish, marron and yabbies for sale in the park shop as well as fresh vegetables and speciality herbs and herb blends.

Visitors can take a guided tour through the fingerling shed where they can view the aquariums, feed the snapping Barramundi, learn to handle marron and yabbies and learn about the breeding cycle of different species and their habitats.

The park has landscaped picnic areas and BBQ facilities along with a function centre.

PRODUCE

- Silver Perch
- Marron
- Yabbies
- Herb blends - Fish Rub, Cajun, Creole, Dukkha
- Oil blends - chilli oil
- Vegetables - cucumbers, tomatoes, capsicums, chillies and more
- Herbs - basil, mint, chocolate mint, thyme and more



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Copperhead Road Distillery

Copperhead Road Distillery produce superb artisan spirits and liqueurs from their distillery located at the Lavender Valley Farm near Geraldton in the picturesque Chapman Valley. Cellar door sales commenced in August 2016.

The base spirit is developed using a sour wash process and is made from refined sugar and molasses obtained from the Bundaberg Sugar Refinery.

The stills are directly fired and have been adjusted so that the deflegmator (reflux device) is non active, this ensures that the beautiful rum flavours are kept in the product rather than discarded. The spirit is housed in an oak barrel, imparting the desirable oak flavour.

A true 'international operation' the distillery utilises equipment from Brazil, France and Italy.

The team behind the production are from Australia and Brazil and have full distilling qualifications.

PRODUCE

Liqueurs:

- Mandarin
- Honey
- Chocolate
- Raspberry
- Mint
- Coffee
- Cherry

Spirits:

- Sunset Shine
- Pirate Jim's Spiced
- Absinthe
- Special Release Rums



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CORAL COAST

— GRASS FED BEEF —





Coral Coast Beef

Coral Coast Beef cattle are sourced from an alliance between the family businesses of Avoca Farms (1978) and Fairville Beef (1995). The home farm is located on Australia's Coral Coast and houses the breeding herd as well as being the production base.

Coral Coast Beef customers are described as being conscious of the source and security of their food, as well as animal welfare and sustainable environmental measures.

Nutritional benefits of Coral Coast Beef are derived from the water, soils, pastures and grasses at the home farm near the Indian Ocean on Australia's Coral Coast.

This, along with breeders and sires genetically selected for their temperament and soundness to do well on the country, results in prime quality grass fed beef.

Further benefits include:

- No antibiotics or growth hormones
- Free range, low stress management
- Less saturated and monounsaturated fats
- Good CLA acids and fats
- Higher omega 3 fatty acids
- More antioxidant vitamins such as vitamin E

PRODUCE

- High quality grass fed yearling beef
- Top to tail from farm gate direct to the market
- Whole or part carcass bulk purchases available
- Purchase small portions from the 'butchers cabinet'
- Cryovaced for fresh or frozen distribution WA wide



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Georgina Grove

Located in Geraldton, Georgina Grove is home to 1500 olive trees that are used to produce premium quality extra virgin olive oil.

The team behind Georgina Grove have carefully selected four varieties of olive trees. The fruit from these trees are blended to produce a balanced EVOO. Once the olives are harvested, they are processed at the on-site processing plant to minimise handling and, most importantly, to ensure optimum freshness.

With a focus on sustainability, Georgina Grove provide reusable olive oil containers for sale. Meaning Georgina Grove customers can refill on purchase, minimising waste.

PRODUCE

- EVOO Olive Oil



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16.99

16.99



Gearing Butchers

Gearing Butchers is a family owned business supplying top quality meat, smallgoods, pork, lamb, sausages, marinated lines and seafood.

Gearing Butchers supply their products all over Western Australia, servicing regions including, the North West, the Goldfields, Central West, Gascoyne, Northern Goldfields and Perth.

The use of local products and supporting local farmers and meat growers is of high importance to Gearing Butchers. Local pigs are sourced from Geraldton and Morowa, local lambs from Rudds Gully and surrounds and beef from Dongara, goats are also locally sourced. Local abattoirs are used for processing.

In addition, local pork is used in the production of hams and bacon.

Supplying to both the retail and wholesale sectors. Gearing Butchers provide a local delivery service and can also deliver out of town.

PRODUCE

Gearing Butchers has hundreds of product varieties to select from. Including, raw, marinated, crumbed and cooked meats as well as small goods. Please consult the website for an extensive list.



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Geraldton Fishermen's Cooperative

Since 1950 Geraldton Fishermen's Co operative (GFC) has supplied premium quality Western Rock Lobster, commonly known in WA as *crayfish*, to customers across the globe.

GFC's members fish along more than 1000km of Western Australian coastline, catching and producing the world's best Brolos rock lobster, each carefully selected for quality and vitality.

GFC has many coastal facilities from Mandurah in the south to Kalbarri in the north. These range from small depots designed to hold freshly landed catches for short periods, through to a 70 tonne receival and live holding facility in GFC's home port of Geraldton.

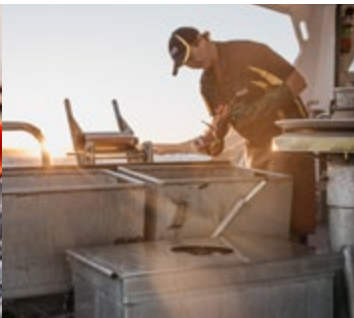
All coastal facilities have live holding tanks supplied with seawater direct from the Indian Ocean, keeping the catch in premium condition prior to collection or export.

With their focus on quality and continued development, GFC has grown to become the largest rock lobster processor in the world.

The team also sell direct to the public from facilities in Geraldton and Welshpool and provide useful information about preparation techniques and recipe ideas.

PRODUCE

- Live lobsters
- Frozen lobsters
- Fresh cooked & chilled lobster
- Lobster tails
- Fresh fin fish
- Snow crabs



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GERALDTON
FISHERMEN'S
CO-OPERATIVE
Rock Lobster Exporters







Illegal Tender Rum Co

Lovingly crafted, by Head Distiller Codie Palmer, in small batches using only high quality Australian ingredients, Illegal Tender Rum Co produce Australian made, award winning, premium spirits.

In order to create the best tasting product, the company uses only dark brown cane sugar. An expensive choice, but one that has rewarded the company with multiple awards. The spirits are distilled twice at the purpose built facility in Dongara.

The fresh tasting '1808 Barely Legal' is bottled immediately, and the 'Spiced' is mellowed for a period in Ex-Shiraz French Oak barrels to infuse the traditional charred oak colouring and flavour. The Spiced is infused with twenty botanicals, including native Australian bush tucker: Kakadu Plum, Lemon Myrtle, Quandong, Wild Rosella and Wattleseed.

These high quality ingredients blend beautifully to create a pure palate of flavour, a uniquely Australian taste and a premium quality spirit. The result is a naturally sweet and smooth spirit that can be enjoyed neat, over ice or in a cocktail.

PRODUCE

- First Release
- Spiced Batch 1
- Spiced Batch 2
- Spiced Batch 3
- Spiced Batch 4
- Distillers' Cut



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Indian Ocean Fresh Australia

Indian Ocean Fresh Australia (IOFA) is a finfish aquaculture company operating in the natural, oceanic waters of Champion Bay, off the coast of Geraldton.

IOFA commenced finfish farming in 2008, forging strong collaborative links with aquaculture experts in Australia and around the world, beginning with Mulloway and now with the commercial production of Yellowtail Kingfish.

Sharing the waters with a huge variety of marine life IOFA monitor and use the waters responsibly taking care not to disrupt the finely balanced ecosystem.

Their responsible, thoughtful and careful approach has allowed them to build positive relationships with staff, suppliers, community and customers.

IOFA's premium sashimi grade Kingfish are marketed and supplied throughout Australia and various international export markets, featuring consistently on the menus of quality restaurants.

PRODUCE

- Yellow Tail Kingfish



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Latitude Fisheries

Beginning as a family fishing company in 1964, Latitude grew to be one of the most recognisable operators in the region.

Selling prawns and other seafood locally and exporting overseas. In 1989 Latitude opened a store, selling products direct to the public.

The company has moved away from the fishing component of the business, having sold the majority of their vessels.

The Latitude store has been located at Fisherman's Wharf since 1999.

The company focuses on sourcing and supplying quality produce from well established contacts in the industry.

PRODUCE

- Prawns
- Squid & octopus
- Scallops & bugs
- Oysters & mussels
- Western rock lobster
- Fish



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MEEDAC - *Innovation Park*

MEEDAC (Midwest Employment and Economic Development Aboriginal Corporation) was incorporated in May 1997 by the community members of Mullewa to operate a CDEP (Community Development Education Program).

The community elders were concerned that there was no meaningful employment and training opportunities for their people.

Innovation Park is a joint initiative between Karara and MEEDAC with the support of SODEXO. A Horticulture enterprise that provides quality fruit and vegetables to mine sites and local supermarkets.

In 2016, Karara Mining Ltd and MEEDAC Inc. won the Community Partnership Award through Department of Mines Petroleum.

It was awarded for running and developing a sustainable commercial 2,000ha farm east of Geraldton.

MEEDAC has recently been successful with a grant application to build a 10,000 square metre climate controlled shade house and associated infrastructure.

PRODUCE

Quality fruit and vegetables



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My Provincial Kitchen

My Provincial Kitchen creates quality gluten free foods to make gluten free eating tasty, family friendly and healthy.

The company grows, stores and mills the lupins at the family owned farm in Geraldton creating a superior product.

The milling process produces lupin flour that is then blended with quality ingredients to create a range of recognisable foods. All products are prepared on-site using specialised facilities.

The company continuously invests in product development using the very versatile lupin.

Adding to the range to meet increasing consumer demand for healthier and more nutritious products.

PRODUCE

Gluten Free Flour

- Wholemeal Lupin Flour
- Self Raising Lupin Flour

Gluten free food mixes utilising lupin flour

- Choc Lupin Brownie
- Lupin Pancakes
- Lupin Raspberry White Choc Loaf
- Savoury Lupin Muffins



MY
PROVINCIAL KITCHEN
FOOD | FARMING | FAMILY | EST1050

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Red Lime Jones

With a focus on producing unsurpassed flavour filled granola.

The company believes in self expression through food and is focused on giving their consumer the best experience possible by providing a premium granola product that contributes to health, vitality and happiness. This ethos is reflected in all aspects of the operation from preparation facilities and package design to customer service.

As the number one choice for premium granola, the product is earthy and nutritious and sits at the cutting edge in global food trends.

Handmade in Geraldton, Red Lime Jones granola is available in 5 big flavoured, unique blends.

Packed with nutritious, natural and tasty ingredients, including pure essential oils, every item that goes into each mix is detailed on the label.

PRODUCE

Five unique blends of hand made granola

- I AM SPECIAL
- I AM GOLD
- I AM QUIRKY
- I AM SASSY
- I AM NUTS



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**RED
LIME
JONES.**
great granola

RED LIME JONES.

great granola

i am nuts





Salt Dish

Salt Dish is a café and producer of providore goods located in Geraldton. The range of providore goods available for purchase includes their famous Tomato Jam.

The Salt Dish Providore range is house made from the best local produce and is preservative free.

The café offers quality food and great coffee in a charming vintage setting. With a menu that is as innovative as it is delicious, the establishment has won awards for their customer service and food.

PRODUCE

- Tomato Jam
- Granola
- Lemon Curd
- Strawberry Jam
- Peach Chutney
- Romesco Sauce and other seasonal preserves and sauces



saltdish

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Sottaceto Preserves

Sottaceto Preserves are based in Mingenew. The company produces a variety of hand made artisan relishes, marmalades, pickles and sauces on-site in the country kitchen.

Sottaceto carefully sources local ingredients to produce their multi award winning products. Everything is prepared in small batches to retain the homemade flavour.

All products made by Sottaceto are free from any colour or flavour additives as well as being preservative and gluten free.

PRODUCE

- Mandarin Whiskey Marmalade
- Two Fruits Marmalade
- Red wine and Mixed Berry Sauce
- Pickled Asparagus
- Oven Roasted Baby Beets
- Spiced Pickled Onion
- Strawberry and Thyme Vinaigrette
- Apple Cider Vinaigrette
- Beetroot Relish
- Tomato Relish
- Caramelised Onion Relish



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 Sottaceto





SWEET AS SUGAR

SPRUCE

COLD PRESSED JUICE
350ML (11.8 FL OZ)

GREEN MACHINE

SPRUCE

COLD PRESSED JUICE
350ML (11.8 FL OZ)



Spruce Juice Company

Spruce Juice Co create fresh and natural cold pressed juices from their facility in Geraldton.

Cold press technology ensures that there is no heat involved in the extraction processes and that all the nutrients, enzymes vitamins and minerals are retained from the fruit and vegetables.

The company uses locally sourced produce in all their juices. Integrity of all produce that goes into a Spruce Juice is ensured as it is delivered direct by the grower. Every Spruce Juice is filled with only natural flavours as there is no the addition of any colours, preservatives or additives.

The company adopt a sustainable approach to production, ensuring minimal waste with all by products composted, placed in worm farms or fed to other farm animals.

All juices are presented in recyclable glass bottles.

Spruce Juice Co is stocked in a range of outlets throughout Geraldton and the Mid West area, including cafes and retail outlets. Weekly juice deliveries between Shark Bay and Perth are available.

PRODUCE

- Juice Cleanses (3, 5, 7, 10, 14 day)
- Beet It
- Best of Juice
- Celery Juice
- Dope Lemon
- Fresh Prince
- Green Machine
- Ranga
- Sunshine of Your Love
- Sweet as Sugar



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Sun City Produce

Sun City Produce is a Nguyen family owned and operated business that grows and supplies high quality vegetables.

Established for over 30 years, Sun City Produce operates from their original farm in Geraldton and expanded operations in Walkaway, 30 minutes away.

The family grows under 4.2ha of plastic greenhouses in Walkaway and 2ha of plastic greenhouses at the original farm.

With a focus on sustainability Sun City Produce have begun diversifying crops, ensuring soil preservation. The family continues to invest in horticulture education and have won scholarships, travelling the world to learn about efficient and sustainable practices in horticulture.

Implementing this knowledge means the operation benefits from new industry innovations.

Initiatives include water and nutrient monitoring, as well as climate control measures and integrated pest management.

The Integrated Pest Management solution utilises good bugs to control bad bugs, meaning a reduction in the use of pesticides.

As well as supplying to stores, Sun City Produce delivers fresh produce direct to homes locally.

PRODUCE

High quality seasonal vegetables including:

- Cucumber
- Capsicum
- Tomatoes



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Tara Beef

Local farmer Brad Kupsch owns and operates Tara Beef from Tara Farm in Allanooka. Brad is passionate about providing high quality tender and tasty beef, direct to the customer.

The business utilises a sustainable farming system, with a strong focus on positive environmental impact and best agricultural practices. Grazing occurs on perennial grass and further feed is produced on the farm or locally sourced.

Methods such as low stress stock handling, environmentally sustainable grazing techniques and Meat Standards Australia (MSA) tools are used to maximise animal welfare. These methods also ensure the final product is of high quality and taste.

The cattle are Limousin Angus Cross and antibiotic and hormone growth promotion free. Tara Beef is bred, fed and finished locally before being processed, cut and packaged to the customer's requirements.

Tara Beef employ local abattoirs and butchers in their production.

PRODUCE

Top quality Tara Beef, whole and half carcass and smaller sample boxes available from January to June.



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West Australian Octopus

Established in 2018 and based in Geraldton, West Australian Octopus is the only large scale vertically integrated octopus fishing company in Australia.

The company's core product, Abrolhos Octopus, has quickly gained attention and appreciation from chefs around Australia and the world. The Abrolhos Octopus is sustainably caught in the pristine waters off the Abrolhos Islands and along the southern coast of Western Australia. This unique species has a diet rich in shellfish and is prized for its superior taste and tender texture.

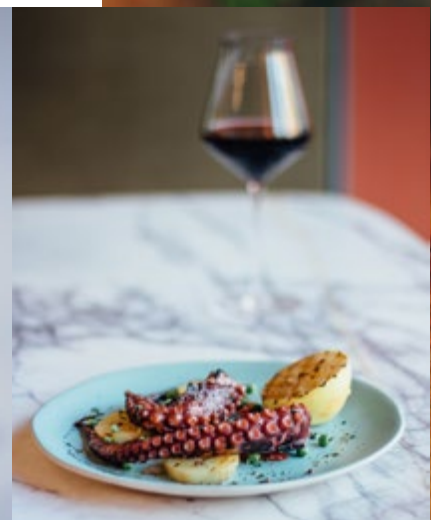
The company holds their own licences, vessels and state-of-the-art processing facilities on the harbour's edge.

The largest dedicated processing facility of its kind in Australia, housing high capacity live holding tanks, large scale cooking operations and high capacity freezing and storage tanks. This system and facility allows for complete control of their product. The time between being caught and packed is kept to a minimum, ensuring freshness and quality are always of the highest standard.

The company ships Abrolhos Octopus to destinations all over the world.

PRODUCE

- Octopus



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Regional Development