

FRUIT CAPITAL OF AUSTRALIA





GREATER SHEPPARTON

PREMIUM FRUIT GROWS HERE

INTRODUCTION

Greater Shepparton is renowned as the fruit capital of Australia. With our nutrient rich soils, high quality water and connectivity to capital cities and export markets, Greater Shepparton is well poised to grow even more. What has been traditionally mostly processing fruit and milk country is now opening up to new industries and commodities such as a wide variety of fresh vegetable and fruit varieties that were previously not commonly grown in the region such as Avacados, Kiwi Fruit, JuJube and medicinal Cannabis.

% OF AUSTRALIAN FRUIT

GROWN IN SHEPPARTON



99%
NASHI



86%
PEAR



37%
APPLE



49%
PLUM



50%
POMEGRANATE



70%
PEACH



43%
APRICOT



25%
NECTARINE



80%
KIWI FRUIT



FOOD PRODUCTION AND EXPORT CAPACITY

FRUIT PACKING AND PROCESSING

Greater Shepparton has a high concentration of fruit packing and processing businesses, including world renowned brands such as SPC. In addition to this are a number of packing sheds in the region, including a pack house featuring a 35m tall automated storage retrieval system (ASRS), three sizing and grading lines and seven packing lines all supported by an autonomous monorail.

TRANSPORT & LOGISTICS

The Greater Shepparton freight logistics network efficiently delivers 'fresh' across Australia and around the world. Melbourne wholesale fruit & vegetable market is just 90 minutes up the road and Port of Melbourne only 120 minutes. All serviced by an expansive transport network located right here in Greater Shepparton to service the export needs of businesses.



MAJOR TRANSPORT &

EMPLOYMENT HUB



GV LINK

Strategically located to enable transportation of products and commodities to major domestic, national, and international markets, this site will serve as a major hub in the Victorian and national freight and logistics chain.

Development ready fully serviced lots of varying sizes and configuration that provide heavy vehicle access. The site's master plan includes designated space for future intermodal facilities, accommodating the entire production, processing, and manufacturing supply chain.

Start-up ready, with complete facility design and regulatory approval, this council-owned land allows for competitive business arrangements.

Zoned for industrial purposes, the site benefits from a large buffer from sensitive land uses and residential areas, with an efficient development approvals process.

Access to a skilled transport workforce, with a strong manufacturing and construction profile, is readily available.



CLEAN GREEN GROWN FOR MAXIMUM FRESHNESS

WATER

The Goulburn Murray Irrigation District (GMID), which Greater Shepparton is an integral part of, has been upgraded thanks to the \$2 billion Connections Project. This world-class irrigation system allows growers to order water online, from a high quality supply distributed through the automated channel network.

The Water Efficiency Project (WEP) will provide further water recovery, channel rationalisation and modernisation opportunities within the GMID, and is already delivering 7GL of its forecasted 15.9GL water savings. High security irrigation water right in the GMID is among the most reliable in Australia and allows our region to produce the freshest produce in Australia.

CLIMATE

Greater Shepparton has a Mediterranean climate, suitable for the production of a wide variety of fruits and vegetables throughout the changing seasons. Commonly grown fruit and vegetable crops in the region are stone fruits, apples, pears, cherries, kiwi fruit, jujube, avocado, tomatoes, capsicums, zucchini, corn, cauliflower and broccoli, just to name a few.

SOILS

Our region has some of the most fertile soils in Australia. The Shepparton fine sandy loam, which dominates the fruit growing areas, is highly suited to irrigated annual and perennial horticultural crops.

GREATER SHEPPARTON

AT A GLANCE



2 HOURS

MELBOURNE - SHEPPARTON



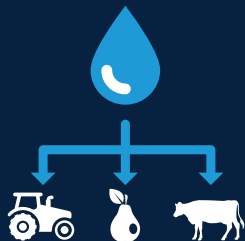
CENTRAL HUB
INDUSTRY, RETAIL & SERVICES



LOCATION

WATER

\$2B IRRIGATION UPGRADE



TRANSPORT



25%
OF VICTORIA'S TRUCK REGISTRATIONS



RAIL & ROAD
CONNECTIONS

AGRICULTURE



25%
VICTORIA'S AGRICULTURE

\$2.5B



WORLD
EXPORTS

\$950M

+ VICTORIA'S ECONOMY



FOOD BOWL
OF VICTORIA

MORE INFORMATION



Want to know
more, scan the
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