

**A collaboration  
of Growers &  
Producers in the  
Greater Geelong  
Region**

**A Different  
Approach**

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**WELCOME**



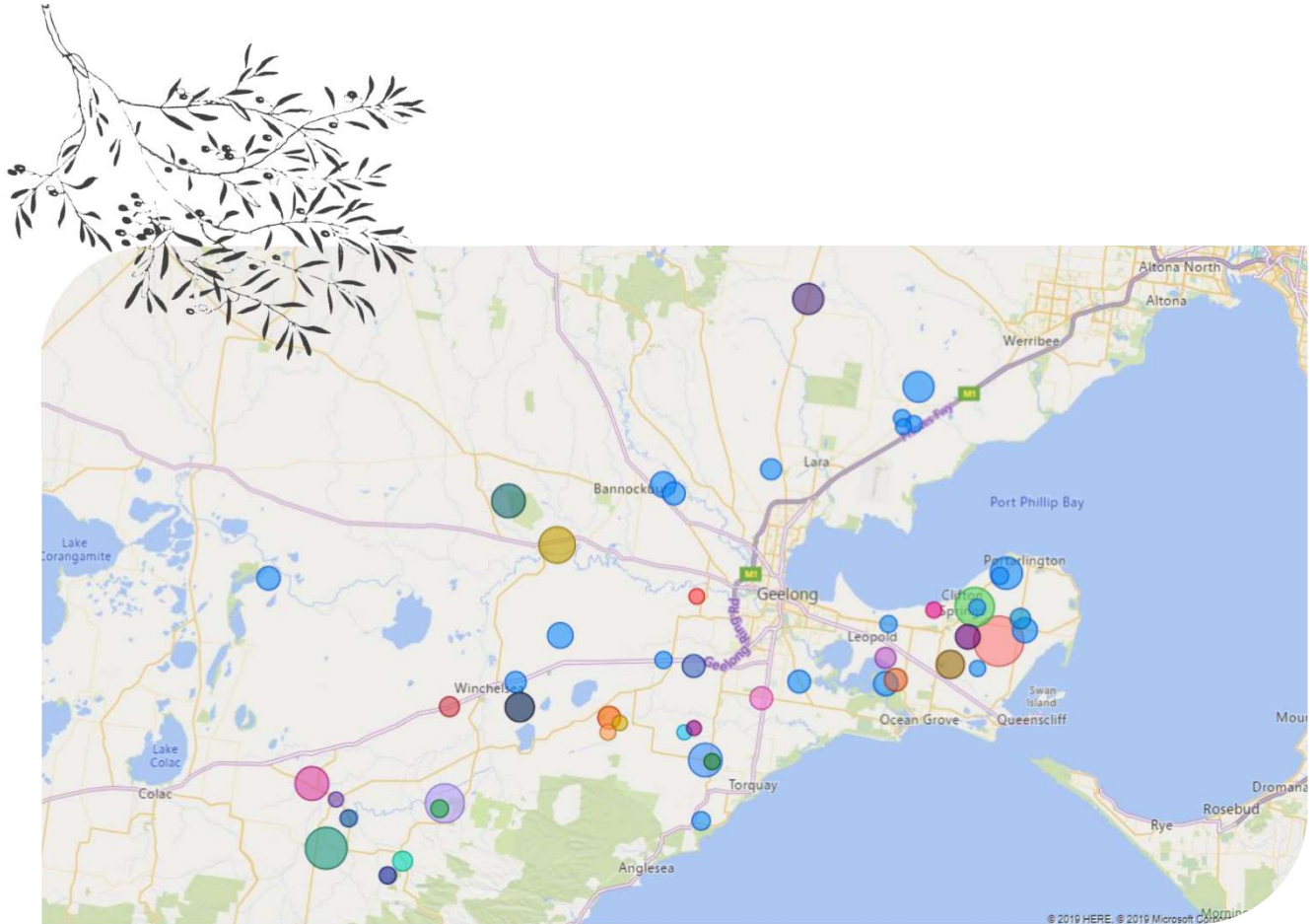
- **The Geelong Region**
- **About Geelong Region Olives**
- **Objectives and Strategy**



# The Geelong Region



## GROVES



# About Us



## WHAT WE DO

- Leasing Agreement
- Fruit Supply Agreement
- Service Agreements
- Licencing Agreements
- Sell Back Arrangements



- Grove Management
- Harvesting & Logistics
- Processing & Packaging
- Distribution & Sales



# Objectives & Strategy



## BUSINESS MODEL

- Profitable Vertically Integrated Enterprise
- Build a Sustainable Regional Industry
- Shareholders, Associates and Customers



## Our Plan



**LOCAL SECTOR  
GROWTH**

- 5 years
- 60,000+ trees
- 1000+ tonnes fruit
- Buy and Build  
Local Resources  
and Support
- Provenance,  
Branding, Loyalty
- Affordable  
Consistent Quality



## Case Studies

- Bellarine Region
- Golden Plains
- Otway Region
- Geelong Region
- Surf Coast Region





# Case Studies



**BELLARINE  
PENINSULA  
OWNER**

- Original Owner
- 1800 near mature trees
- Outsourced to GROC
- Lease & Licence income\*
- Buy Finished Goods

\* Income is paid when grove is productive

- GROC retains 80%





## Case Studies



**GOLDEN PLAINS  
OWNER**

- New Owner
- 3500 trees
- Outsourced to GROC
- Lease income\*
- Future fruit grower
- Effort minimal

- **GROC retains**

**100% of oil**  
\* Income is paid when grove is productive



## Case Studies



**OTWAY REGION  
OWNER**

- Original Owner
- 5000 trees
- Joint arrangement with GROC
- Lease income from some trees\*
- Fee for service elsewhere

- Fruit Grower & Oil Producer
- Balanced Effort relative to availability
- **GROC retains some oil & fruit**

\* Income is paid when grove is productive



## Case Studies



**GEELONG  
OWNER**

- Vineyard
- 1800 trees
- Fully outsourced
- Owner buys back agreed quantity
- Owner pays for packaging services
- **GROC retains most oil**



# Case Studies



**SURF COAST  
REGION OWNER**

- Original Owner
  - 1500 trees
  - Fruit Grower & Oil Producer
  - Fee for services (harvesting, logistics, processing)
- 
- Owner retains all oil
  - Owner packages and labels
  - **Owner distributes 90% finished goods**



**Getting  
there**



**THE ROUTE**

- Mt Moriac Olives
- 15 years in the conceiving
- 2 years in the planning
- 1 year since inception



- Major Supporters & Thank you's
  - ✓ The Agri Collective (former G21 Agribusiness forum)
  - ✓ Regional Development Victoria (FSV Grant)
  - ✓ Many Colleagues and Associates
  - ✓ GROC Employees





**GRO**  
**GEE LONG**  
**REGION OLIVES**





ANY  
**Thank you**  
QUESTIONS?

ANY  
ENQUIRIES?

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