

# *feijoa....*

*...a fruitful investment*



*Discover - feijoa - **tomorrow's taste sensation in Australia***

*\*Specials\**

*feijoa Hedge/Tree  
Specials*

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UNITY – Strength to build new bridges  
and move old mountains

Welcome... to our introduction to a very exciting new Horticultural Industry for Australia...



*feijoa* - Rapidly growing in worldwide demand as a highly concentrated fruit flavour in all kinds of Food Processing Drinks, Confectionery, Ice Cream





## *feijoa* Fruit—Overview

A Native of Brazil and named after the Portuguese Botanist, *feijoa* Fruit has a highly concentrated juice flavour which has extensive application from fresh fruit to a wide variety of food processing, including juice for various drinks, wines and spirit mixers, as well as fruit pulp and puree used for food flavouring and iced confectionery.

This demand is growing year by year internationally, as more food processors become aware of the unique concentration of flavour and other health benefits of *feijoa*, however, production is still mostly found in New Zealand and some in California, with Australia now determined to fill the huge vacuum of a growing industry.

Feijoa Australia evolved near Gympie in Queensland (a family business of Phil and Kay **Casey who are native New Zealanders**) from the late 1990's until the present, as Australia's first commercial volume Plantation where extensive experimentation was conducted over 8 years to establish suitable varieties for the Australian climate.

The *feijoa* industry represents an enormous opportunity for Australian Producers and Food Processors and Tingha and District Cooperative will be heavily involved in the continual growth of the Industry across Australia through propagation of quality cultivars.

## 3 Primary feijoa Opportunities

### 1. Feijoas and the Home Gardener

Feijoas are an excellent to the home garden, either as a fruit producing tree or hedge or potted on the patio. They are a hardy tree with many features.

### 2. Commercial Growing of Feijoa Fruit

Ground floor opportunity to become a Commercial Grower of *feijoa* fruit with the option of Industry training, support and cooperative marketing advantages

### 3. Value adding of Feijoa Fruit

Ground floor opportunity to register expression of interest in supply of *feijoa* fruit, Juice or Puree for fresh fruit marketing or value adding in food processing.



# *feijoas* for Home Gardeners

Excellent Home Garden Tree/Hedge stocks now available...!  
Would you like some Feijoa Trees for you Home Garden, Sun Deck  
or as a vibrant Hedge?



Hedge *feijoas*

We currently have a good stock of advanced 2 year old re-cut seedling trees

These are perfect for Hedges, Sundeck Pots or Ornamental Garden Shade Trees. These are in excellent condition. Potential for fruiting can be increased by planting more than one Feijoa to increase potential for cross-pollination.



Tree *feijoas*

*\*Specials\**

*feijoa*  
Hedge/Tree  
Specials



2 year old Hedge/Garden *feijoas*  
GST Inclusive prices + Delivery

- 1-3 trees - \$28 each
- 4 trees - up to 9 - \$25 each.
- 10-49 \$19 each.
- More than 50 \$15 each.

Delivery cost will be determined on quantity/best means of delivery.

*While stocks last..!*

Feijoas are hardy and tolerant to temperature extremes from  $-7^{\circ}\text{C}$  to  $40^{\circ}\text{C}$ . They can be trained into thick, fire retardant hedges in just a few seasons with excellent potential for a fruitful bonus.

- They can grow to 5m as a shady tree or be pruned for fruit production
- Very attractive when grown in large decorative pots.
- The fruit is uniquely tasty with excellent healthy properties
- Juice is full of flavour and can be used in cooking or in Ice Cream.

## Commercial Growing

We are moving into production of specific commercial fruit bearing varieties in the near future. When these are readily available we will relate this on our website. If you are interested in commercial quantities of *feijoa* trees, please review the commercial growing pages of this brochure and contact us on [info@tinghacoop.com.au](mailto:info@tinghacoop.com.au)



## Commercial Growing of Feijoa - What makes it attractive?

There are numerous contributing factors. Lets' consider them in brief overview:

Demand for Fresh Feijoa Fruit and Juice in particular, is growing rapidly worldwide. Major supermarkets in Australia are seeking to stock/sell imported Feijoa juice and fruit, however, supplies are extremely limited and not keeping pace with increasing demand. Australia has the land and climate for growing Feijoa and initial development work in propagation of different varieties at Feijoa Australia has already provided powerful evidence of the suitability of Australian growing conditions.

Initial R&D has provided the Tingha and District Cooperative with an estimated 5 year minimum competitive edge in this Industry in Australia. We are positioning our Cooperative to become the primary supplier of Trees to the Feijoa Industry and the market leader in marketing of fruit/juice/pulp to a growing consumer and food processing market, on behalf of Networked Growers at least over the next 10 years.

The economics of Feijoa Fruit production places it possibly at the very top in terms of potential return on investment over any other Agricultural or Horticultural crop in Australia and as awareness of this grows, so to will demand for quality Plantation Feijoa Trees and information. **The taste, uniqueness and "newness" of this Fruit sensation to Australia is** stimulating consumer demand for fresh Feijoa Fruit, Juice and Feijoa-based products from year to year – boosted and driven initially by strong awareness and demand from many New Zealanders living in Australia.

Also, inquiries for fruit from consumers (mostly New Zealanders living in Australia) is constant. There has also been strong inquiry from Food Processors – particularly for export volume to a level which is not anticipated would even begin to be supplied for at least 10 years. Very limited available supply of Imported Fresh Feijoa Fruit from New Zealand sold through Woolworths in 2009 for between \$1.60 and \$1.90 each. Market price to Feijoa Australia for fresh fruit in 2009 was around \$9.00 per kg.

One factor is clear: The Feijoa industry seems poised for rapid growth. However, all partners involved in the development of an Australian Feijoa Industry want to see it grow under control and to the advantage of Australian growers – avoiding industry fragmentation which seems to plague many horticultural industries.

For current details of Plantation establishment costs and return on Investment figures - *email us: [info@tinghacoop.com.au](mailto:info@tinghacoop.com.au)*

DISCLAIMER: All estimates and information provided herein are based on current available information and while we believe that the industry has an exciting economic future, and having based our future on this belief, we cannot guarantee the level of costs or returns in the future. Therefore, potential investors and growers are advised to do adequate research, seek professional advice, plan, cost and structure their investment in the industry accordingly.

## Value-adding of Feijoa Fruit

*Feijoa - Rapidly growing in worldwide demand as a highly concentrated fruit flavour in all kinds of Food Processing Drinks, Confectionery, Ice Cream*



Typical *feijoa* Products manufactured in New Zealand

### A new taste sensation for the Food Processing Industry

Low in calories and high in minerals and fibre, the highly concentrated and unique fruit flavour of Feijoa makes it a very valuable product for the Food Processing Industry. As we say: "a little Feijoa goes a long way". Feijoa is excellent in cakes, confectionery (sweets, chocolates) iced confectionery (ice cream) Feijoa juice (or mixed with other juices to create some outstanding tastes), soft, drinks, wine, liquors, mixers. Feijoa is also fabulous for adding flavour when cooking.

If you are in food processing, baking, winemaking, soft-drink manufacture or any other industry that requires an outstanding, healthy natural flavour, then we encourage you to contact us [info@tinghacoop.com.au](mailto:info@tinghacoop.com.au) and register your interest. As we can we will supply tasting samples and work with you to establish reliable supply of fresh fruit, juice, puree or pulp for your industry.

**Please note...!** These Feijoa products for all aspects of the Food Processing Industry will be in short supply and huge demand over the next 5-10 years at least. Therefore, we encourage you to make contact and start the ball rolling to ensure access to supply as it becomes available.

Typical analysis of freshly picked Feijoas per 100g includes:

Vitamin C	30m	Minerals (milligrams)	
Energy	180kj	K	140-180
Dietary Fibre	4g	Ca	5
Sugars	10g	Mg	7
Protein	0.4-0.7g	Fe	0.1

# 2009 Feijoa Australia Harvest Pictorial



# ***feijoa...***

*full-on flavour*



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