



Horticulture

Industry Network

# Vegetable IDO Update



16-Dec-2010

## VGA Gippsland – Frais Farms

VGA member **Kim Martin** manages **Frais Farms** on the Lindenow flats of the Mitchell River in East Gippsland.

Kim grew up on the family farm in Bairnsdale, the 4<sup>th</sup> generation of a mixed dairy farming, vegetable and seed growing family.

Kim graduated from Glenormiston Agricultural College in 1985 and shortly after, joined a local vegetable processing company.

At this time, Kim also established an asparagus farm in Lindenow that exported the bulk of its production to Asian markets.

In 1994 Kim travelled to France where he learnt the art of growing, processing and marketing fresh cut produce.

Kim also worked with the Costa Group in Melbourne where he further developed his knowledge of the industry.

**Frais Farms** was set up in 2008 to grow, wash and package an expanded range of baby leaf salads and corn cobbettes.

**Frais Farms** also specialise in European salad greens that have not been widely grown in Australia before.

Today, **Frais Farms** employs 35 process workers.



**Kim Martin – Frais Farms Lindenow**

The favourable local climate, with traditionally dry winters and cool easterly winds during summer, enables East Gippsland growers to produce very high quality vegetable crops.

Kim believes that VGA membership benefits extend to education, mentoring, market development, QA compliance and industry networking.

**“The more we support our industry organization, the greater the benefits for all involved”.**

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Know-how for Horticulture™



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