

SUSTAINABLE SUCCESS STORIES

T Musolino and Co adopts innovative approach to managing waste on-farm

Sustainable Success Stories showcase how local leaders are engaging with industry-led programs to overcome farm challenges and improve their sustainability. .



Northern Adelaide Plains grower Chris Musolino of T Musolino and Co spent a number of years developing an innovative pre-pack Cauliflower Rice product which has today grown to be a significant domestic and export revenue stream for his business. T Musolino and Co are respected Australia-wide as leading producers of cauliflower, head lettuce and broccoli for local and interstate markets.

Recognising a need to address crop waste and develop new products and markets Chris Musolino developed an innovative Cauliflower Rice product in microwavable bag. After a number of years product development, scaling up of manufacture and a successful launch with major supermarkets the product is now stocked nationally and has export markets in places such as Singapore. The product has been successful in turning out of spec cauliflower into a marketable product thus reducing waste in the business by finding alternative markets for this produce.

Over the years Chris has engaged with a number of industry initiatives led by AUSVEG SA in assisting with the product development and export development process. Programmes such as VegNET SA have assisted the business in linking with government and non-government experts in food manufacturing and product development. Chris has also participated in a number of key international trade shows run by AUSVEG national and travelled extensively to promote the product.

After years of hard-work the Cauliflower Rice product continues to be a strong performer within the business and provides additional revenue in a challenging market for fresh product. Chris has also been recognised by industry as an AUSVEG SA Young Grower of the Year in recognition of his innovation and commitment to sustainable growing practices.

Chris has always been open to assistance from industry and government throughout the process and has engaged with a number of industry, government and supply chain support networks and programmes.



Key practice change results

The new practices introduced resulted in a number of benefits for Chris, including:

- Implementation of a value-added product in the business which assists to deal with crop waste and out of spec produce.
- Turning out of spec produce into a new domestic and international revenue stream.
- Building the team and expertise within the business to effectively produce and market a value-added product.

Background on Sustainable Success Stories

AUSVEG SA and the AMLR NRM board wanted to highlight the significant trial work and innovation which has occurred in the Northern Adelaide Plains over the past few years as a means of highlighting the growers who have made significant advances in improving the sustainability and efficiency of their practices.

Background on our partnership

AUSVEG SA and the Adelaide and Mount Lofty NRM Board have partnered for a number of years to deliver extension activities and activities which highlight and support the adoption and promotion of sustainable practices in the intensive horticulture industry throughout the Northern Adelaide Plains region. The Northern Adelaide Plains is one of the most prominent horticulture regions in Australia and produces over \$500 million in horticulture per annum at the farm gate with key crops including greenhouse produce, potatoes, onions and other vegetable crops.

AUSVEG SA and AMLR NRM have had a strong working relationship in a number of areas and have conducted significant work together in areas such as Integrated Pest Management extension and trials, advanced compost use, biosecurity practice change and weed management over the past years.

Further information

AUSVEG SA and the AMLR NRM have a number of resources and programs designed to assist South Australian horticulture producers to improve their practices and any interested growers can contact Jordan Brooke-Barnett, AUSVEG SA CEO on 0404 772 308 or Jordan.brooke-barnett@ausveg.com.au to discuss programs and opportunities.

Images have been provided by AUSVEG.