



Media Release

Paddock Identifier Puts Authentic Traceability on the Table

18th July 2018

Innovative Adelaide Hills based family business, Eastbrook Vegetable Farms, has a new initiative that will allow consumers to trace their vegetables back from plate to paddock. The Brussels Sprouts and Brassica vegetable experts from Mt Barker have introduced a system of tracking their vegetables back to individual paddocks and including an identification number for each paddock on the packs. Consumers are then able to enter the identification number into the Eastbrook Vegetable Farms website to gain photographs and insights about the individual paddock from which their vegetables came.

"We are constantly listening to our customers", says Scott Samwell, Managing Director and Head Grower at Eastbrook Vegetable Farms. "Increasingly, people want to know that their vegetables are grown in Australia by an Australian farming family. They want to be sure that they know exactly where the vegetables have come from and that there have been no foreign imports added in along the way."

Recent concerns by consumers have resulted in the implementation of more stringent Country of Origin labelling being applied to many food products in Australia. However, this innovation by the third generation Samwell family farmers at Eastbrook vegetable farms take traceability to a new level. This innovation allows a very high level of confidence for consumers to know the exact origins of the vegetables on the table.

"Sprouts in our packaging should arrive at the consumers' house without any possibility of the vegetables being substituted or tampered with in any way. They can enter the product code on our website and they can see exactly how their sprouts are grown and from where on our farm they have been harvested."

Eastbrook Vegetable Farms has established a strong reputation as an innovator in horticulture. They have utilised advanced soil management and natural pest management techniques that have helped the success of their crops. They have introduced extensive automation on their farm to help keep their produce internationally competitive. They have introduced new breeds and varieties into the Australian marketplace including red sprouts and Kalettes. They have also undertaken extensive research and brand building to help secure their position as an industry leader.

Scott Samwell was recently named 'National Grower of the Year' and, along with his new varieties of red sprouts and Kalettes, has attracted significant publicity on prime-time reality, daytime cooking and national broadcaster TV shows.

The Samwell family and the team at Eastbrook Vegetable Farms continue to demonstrate their leadership as modern food producers. The new paddock identifier project is yet another example of this leadership.