

Article from:

Flavorite wins award

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GIPPSLAND tomato producer Flavorite has won the main gong at the Spirit of Entrepreneurship Awards.

Founded in Warragul in 1994, the business operates almost 20ha of land and grows tomatoes, cucumbers, capsicums and eggplants.

It employs 170 people and up to 200 during the summer months.

The award, aims to promote and celebrate entrepreneurship and business leadership among enterprises located throughout regional Australia.

Champions of the Bush chairman Dr Greg Walsh, said Flavorite had revolutionised the tomato industry.

"Flavorite was typical of a new generation of regional businesses that were established in the 1990s and are now technologically sophisticated, highly efficient and globally competitive," Dr Walsh said.

"Since 1994, it has increased its output from 40 kilograms of tomatoes per square metre to 65 kilograms per square metre today".

Flavorite is planning further growth and expects to double its workforce by 2016 from 200 to 400.