

Agrifoods growing with the seasons

ADAPTING to changing conditions, embracing continuous improvement and building strong relationships are the key ingredients for success, according to local business Agrifoods Australia.

The formula must be working, with the family-owned business with a team of 12 employees, taking out the Judges Choice Award for the Agricultural Services category.

The recognition comes at a fitting time for the business, which is celebrating 50 years since it was established.

Owned by Rob and Megan Anderson for the past nine years, Agrifoods Australia participates in marketing seed, grain and pulse products from farmer primary producers and

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— Rob Anderson

delivering to exporters and domestic end users.

Over the past few years, the team has embarked on an ambitious strategy to rebrand the business, reach out to new export markets and undertake a capital expansion program aimed at gaining efficiency and quality.

“We add value by assisting growers with variety selection and



BEST IN THE BUSINESS: Agrifoods Australia owners Rob and Megan Anderson with their Judges Choice Agricultural Services award. PHOTO: GRANT VICKERY

supplying planting seed, providing marketing options and facilitating storage, processing and packing of these products before shipping to end users,” Mr Anderson said.

He said developing authentic relationships with growers and customers has been critical to business sustainability.

“We work hard to

understand our growers’ plans, challenges, expectations; then we provide the vital link between them and markets all over the world,” he said.

“Growers appreciate that we’ll tailor solutions to suit them, including flexible and payment option and secure hectare contracts.

“Meanwhile, our export customers know that we

won’t compromise on quality and service.

“We are so grateful to have such a strong loyal grower and customer base and we sincerely thank them for working with us and standing by us.”

He said Agrifoods Australia needed to be resilient when working in the agricultural sector.

“We are so often at the

whim of the weather patterns and global markets. Recent storms wiping out some of our local chickpea crops is a prime example,” he said.

“We have put systems in place to help us ride the ups and downs.

“We are open to new ideas, but also have been careful to concentrate on key niche markets.”



WINNER – 2017 AGRICULTURAL SERVICES - JUDGE'S CHOICE



SPECIALISTS IN SEED, GRAIN & PULSES

This year, we’re celebrating 50 years as part of the Dalby business community, which made our recognition at the Business Excellence Awards even more special. Our longevity is only possible because of the loyalty our growers and customers, some of who have been with us for three generations. We are just so proud to be the conduit between regional growers and the global marketplace. Thank you for your support. We can’t wait to see what the next 50 years will bring!

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