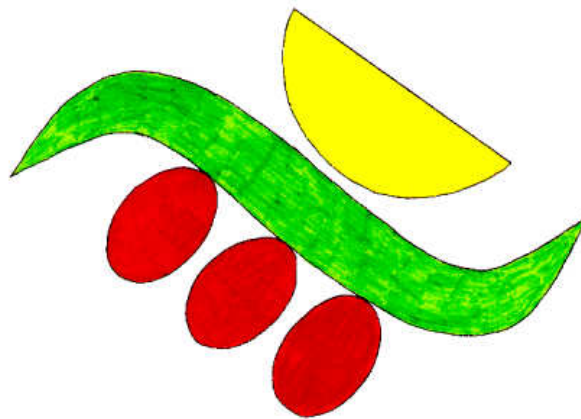


The sale of  
**Fruits of Whitsunday**

At

**287 Patullo Road  
North Gregory  
Whitsundays  
Queensland  
Australia**



**Ph: 07 49471717**

**Web: [www.fruitsofwhitsunday.com](http://www.fruitsofwhitsunday.com)**

**& [www.passionfruit.com.au](http://www.passionfruit.com.au)**

**Email: [info@fruitsofwhitsunday.com](mailto:info@fruitsofwhitsunday.com)**





## General Description

**The property** is situated in the beautiful Whitsundays; 15 minutes drive from Airlie Beach.

The passionfruit vineyard is 100 acres, of which 30 acres is available to agriculture and the remainder is rainforest hillside. The property is bounded by the Gregory River on one side and Dryander creek on the other side. The whole property sits in a secluded valley surrounded by rainforest hills, which back onto the State Forest and the Mt Dryander range.

The property is irrigated using the latest in water conservation, by using drip line irrigation.

Approximately 30 kilometres of trellis has been constructed with a water reticulation system installed.

7000 Panama tropical passionfruit vines have been planted.

A large packing shed with its grading system has been constructed.

A separate cold room and a processing room to HACCP standard are built next to the packing shed.

The vineyard also has a row of approximately 30 Menindee seedless grape vines, 15 lychee trees, 8 mango trees and approximately 15 other varieties of fruit trees and bushes.

The house on the property was renovated with wide verandas, extended to three bedrooms, the main with ensuite and an office built under the house.

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As a marketing initiative a large **website**, [www.fruitsofwhitsunday.com](http://www.fruitsofwhitsunday.com) was built. Fruits of Whitsunday has a very strong online presence with two domain names, [www.fruitsofwhitsunday.com](http://www.fruitsofwhitsunday.com) and [www.passionfruit.com.au](http://www.passionfruit.com.au).

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From the beginning all income and effort has been reinvested into building and extending the business.

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A **pulping machine** specifically designed to remove the pulp from the passionfruit has been constructed for Fruits of Whitsunday by a specialised engineering company in the fruit and vegetable producing area of nearby Bowen.

This machine was delivered September 2006 and brings even greater efficiency to supply frozen passionfruit pulp to our present market and enable other prospective markets to be opened.

The pulp is frozen in 20 litre and 1 litre containers. Now with the benefit of the pulping machine, if we pulp all our seconds we would have 5000L available for sale, worth approximately \$40,000. This 5000L is based on 10% of what is harvested being seconds.

**STOP PRESS: Fruits of Whitsunday now has HACCP Accreditation.** This means that **Fruits of Whitsunday is the only HACCP Accredited supplier of Australian passionfruit pulp.** Woolworths and Coles require HACCP accreditation

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Being in the Whitsundays, one of Australia's top tourist destinations, the **proposed wine tasting centre and eco resort** to be situated on the property will be a lifestyle bonus, enabling an owner or manager to oversee the running of the vineyard while socialising with tourists.

The wine tasting centre and eco resort is described in more detail later.

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For the successful purchaser an **extensive manual** on the vineyard and its running is available and if additional advice is required it would be available from the current owners.

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Fruits of Whitsunday is offered for sale at \$1,550,000. Negotiable as the owners are looking forward to retirement and playing with their grandchildren.

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## LIST OF ASSETS

Queenslander style house 3 bedroom, 2 bathroom with large office and storeroom below  
Fertigation shed complete with mixing tank, fertilizing injection pump, multi disc filter & watering controls  
400 sq m packing shed complete with staff area,  
Packing equipment, consisting of creep feed, brush washer grading conveyor, elevators, sizing conveyor & bulk hoppers.  
1 x 8 pallet cold room  
1 processing room to HACCP certification  
4 wheel Honda bike  
2 Picking trailers  
Freezer  
Mobile freezer  
Kubota 430 tractor with air conditioned cab, carbon filters and turf tyres  
Ford TS100 tractor with air conditioned cab  
3 point grader blade  
Disc plough  
Fertiliser conveyor belt spreader  
Mulcher & mower attachment  
1500 gph bore & pump  
2 spare bores not fitted with pumps  
1.5 ton Fork lift  
Fuel tank  
High pressure washdown  
Greenhouse, automated watering system, equipment & stock  
Post hole digger  
Buggy  
Ledgard vineyard pruner attachment  
30 acres trellis (inc earthworks)  
30 acres irrigation  
600 Spare railway line trellis posts  
Freshcare certificate  
HACCP certificate  
ICA-02 certificate  
Pulping machine  
Octopus air blast sprayer  
Tumbler mulch spreader  
600L spray tank attachment  
website  
100 acres  
Approximately 7000 vines  
Miscellaneous items such as 600 picking buckets, cartons, trays  
groguards, trellis wire, irrigation fittings, chemicals

## Potential Tourism Ventures

### Proposed Wine Tasting Centre for Fruits of Whitsunday

The proposed wine tasting facility would be situated under the mango trees where our lower shed currently stands. We had progressed to the stage of working with an architect to draw plans to obtain council approval. With the architect we had two meetings with the council and approval from them up to the stage of seeking any public participation. Due to the nature of the site, only four neighbours, who were aware of the project, had to be contacted.

This meant the hard part has been done in meeting with the council's requirements and the project would be able to go ahead.

The building, stock and equipment have been fully costed at being approximately \$200,000.

The building consists of storerooms, toilets, kitchen, tasting room and at the rear machinery storage and workshop.

Outside near the tasting room and kitchen would be a wood fired pizza oven with dining area under the trees.

The object was to open the facility to the public six days a week, from 9.00am to 4.00pm with morning teas, pizza lunches and afternoon teas.

The Whitsunday is a major tourist destination mostly based on water activities. There are many days when boating is not desirable or people are not water orientated and this would be one of only three land based activities and this facility would be **the only one** of its type.

We had begun negotiations with a company specialising in making fruit wines. They had agreed to make us three fruit wines; passionfruit, mango and strawberry in dry, medium and sweet. These would be made as "clean skins" with the bottles unlabelled so that all the wines sold would be under our brand. The costs were approximately \$7 a bottle with a retail price of approximately \$22.

Our budgeted profit was \$180,000 nett selling 3 dozen bottles of wine per day or \$360,000 if 6 dozen bottles of wine were sold per day. It was thought that the higher figure could easily be reached within 12 months with a past customer email follow up system. We know these figures can be reached in non-tourist areas so here in the Whitsundays it can be reasonably expected that these figures could be achieved or more.

Additional income could be guaranteed if the operator had a small twelve seater bus and a tour package could be offered at, say, \$40 per person for a pick up and return from the Airlie Beach area to the wine tasting facility. The package would include pizza and glass of wine lunch.

This tourist wine tasting and dining facility would add an extra dimension to the vineyard lifestyle.

It would be ideal for the owner to operate the wine tasting service, and manage the property with a couple of full time staff to look after the vineyard.

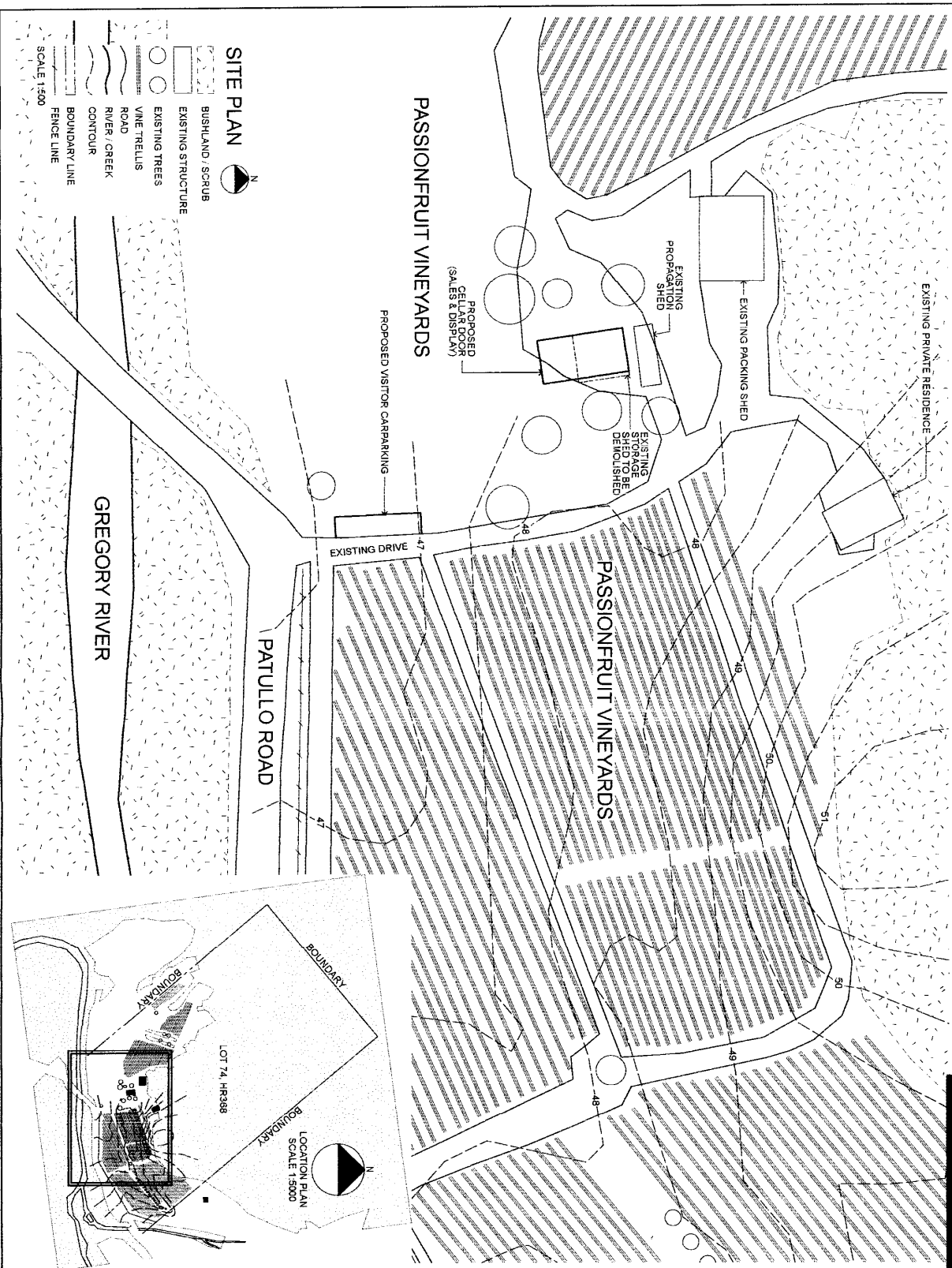
It would be quite reasonable for the owner of this property to nett \$500,000 per year income if the vineyard was operated with the wine tasting activity.

### **Potential for an Eco tourist resort**

The 70 acres not under passionfruit cultivation are natural rainforest. There are a number of environmentally friendly ways to achieve an eco tourist resort with a small number of cabins. We have some ideas and we would share these with the new owners.

PRELIMINARY DRAFT ONLY  
NOT FOR ISSUE

NOTE:  
NOT BE USED FOR CONSTRUCTION, NOR TO  
OBTAIN A BUILDING PERMIT, WITHOUT THE  
APPROVAL OF THE ARCHITECT.  
1. 2000 MILES BROADWAY, SUITE 101,  
MELBOURNE, VIC 3000, AUSTRALIA  
2. 2000 MILES BROADWAY, SUITE 101,  
MELBOURNE, VIC 3000, AUSTRALIA



CLIENT: FRUITS OF WHITSUNDAY

PROJECT: PROPOSED FARM STORE & TASTING SHED LOT 74 HR388 287 PATULLO ROAD NORTH GREGORY QLD 4802

**James Riddell Architect**  
Architect A.R.A.I.A.  
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Airlie Beach, 4802  
PH: (07) 48 466 360  
FAX: (07) 48 466 580

James Riddell  
Architect AREA

ORIGINAL DRAWING AT SCALE  
SCALES AS SHOWN  
DRAWING SITE PLAN  
2 of 6  
OCT 05  
05447-SK-01



**Extract from “Fruit & Vegetable news”  
October 2006  
Produced by Growcom**

## **Exotic fruit - the way of the future?**

An apple a day could be a thing of the past as more consumers opt for tropical or exotic fruits over the standard varieties.

Labelled as ‘super fruits’, because of their nutritional value, produce such as papaya, passionfruit, lychees and kumquats are selling faster than stocks can be replenished.

Seen as ‘adventurous’, ‘fashionable’ and healthy, exotic fruit sales have skyrocketed in the UK and USA with retail stores such as Sainsbury’s in the UK reporting a 450 per cent jump in mango sales this year alone.

A report released by the Centre for Culinary Development (CCD) in the US identifies healthy eating and ‘ethnic mainstreaming’ as two of the forces driving the popularity of exotic fruits.

The demand for exotic fruit in the UK has lead supermarket fruit buyers to search for new and more exotic fruits to fulfil consumer demand.

This increase in exotic fruit consumption is good news for the World Health Organisation (WHO) as consumers opt for healthy treats such as fruit instead of junk food.

“Many customers have long regarded mangoes as a bit of a treat, but clearly this fruit is becoming an everyday choice if recent sales are anything to go by,” said

Sainsbury’s exotic fruit buyer Victoria Smith.

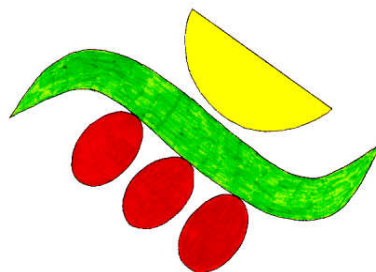
Leading UK supermarket Tesco attributes this increase in exotic fruit demand to ‘virgin’ buyers - those that have never bought exotic or tropical fruit before – attributing approximately 60 per cent of exotic fruit sales to this sector.

A report released earlier this year by Austrade identified Australian exotic fruit as a key area where there are opportunities for Australian suppliers.

With 90 per cent of fruit in the UK imported and a retail value of A\$7.4 billion, the report identifies exotic fruit as an area experiencing a growth in sales overseas.

Although this healthy trend seems to be taking off across the globe, there are some groups concerned about the increase in exotic fruit consumption.

Environmentalists in the UK have urged British shoppers to consider the amount of ‘food miles’ exotic fruit has to travel to meet consumer demand and the effect this has on the environment.



**Fruits of Whitsunday  
~ Passionfruit Vineyards ~**

[www.passionfruit.com.au](http://www.passionfruit.com.au) [www.fruitsofwhitsunday.com](http://www.fruitsofwhitsunday.com)