



Sunfresh Wins Innovative Big Ideas Grant!

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Firm earns \$50,000 for its big idea

A PALMWOODS business has won \$50,000 to help turn its "big idea" of exporting dried lime products into reality.

Sunfresh Marketing Co-Op was named last night among 22 companies across the state which will share in more than \$1 million in funding as part of the program What's Your Big Idea Queensland?

Development and Trade Minister Andrew Fraser said the scheme was designed to help successful businesses commercialise their ideas.

Mr Fraser said Sunfresh's big idea to develop a line of dried lime products for the domestic and export market had come out at the top of a competitive field of more than 600 applicants.

"Sunfresh plans to create a freeze-dried product that could be stored at room temperature for years or reconstituted with water," he said.

"It would be ideal for export. Its freeze-dried form would not require cold storage and would not be restricted by import protocols enforced by some countries in relation to fresh produce."

The program was co-sponsored by Ai Group. Queensland director Matthew Martyn-Jones said the aim was to boost the state's already strong appetite for innovation.

"The program gives winners support to rethink their business model, develop new products or processes and make their enterprises and Queensland more profitable and productive," Mr Martyn-Jones said.

UP TO **\$50,000** PER PROJECT

WHAT'S YOUR **BIG IDEA?** QUEENSLAND

Innovative Finger lime product wins Sunfresh "Big Ideas" grant.

Sunfresh Marketing has accepted an award and a grant of \$50,000 for their idea submitted to the "Big Ideas" initiative formed by the Queensland Government and AI Industries



To enhance the fledgling industry and promote high quality produce grown in Australia Sunfresh will develop a range of native finger lime products for food service and retail markets both domestically and internationally.

The dried lime product can be stored at room temperature for years or reconstituted with water. The drying process will also aid in gaining entry to some countries that would otherwise require strict import protocols.

Markets have been identified both Internationally and domestically for products to be developed by Sunfresh's innovative idea.

Sunfresh Marketing Coop Ltd is a grower-owned marketing business that grows, packs and



markets sub-tropical fruits. The business was established in 1995, initially focusing on avocados but has now expanded the range to include other fruits such as mangos, lychee, citrus, custard apple and stone fruit. Sunfresh markets Australian grown product locally, nationally and is a major exporter of Australian Avocado to specific international markets.

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