

Basacar Produce



AT A GLANCE

2.1 A BUNDABERG SUCCESS STORY

Basacar Produce is one of Australia's premium tomato growers and a prominent employer in Bundaberg.

2.2 ASSURING QUALITY

Basacar Produce has adopted a very stringent quality process.

They undertake regular staff training on all aspects of hygiene and monitoring standards.

Basacar understands that along with quality, traceability is becoming more and more important to consumers and has very strict procedures in this regard.

2.3 Q&A AND SOME STATS

Basacar Produce's Business Manager Tina Broadhurst on the relationship with Coles and some stats that demonstrate the company's success.

Growing strongly in Bundaberg

Basacar Produce is a Bundaberg success story.

One of Australia's premium tomato growers, the company was established in 2003 by Ayhan Basacar and relocated from Thornlands Brisbane to Bundaberg.

Here it operates two pack house facilities and four farms.

"Ayhan started this company from the ground up," says Basacar Produce's Business Manager Tina Broadhurst.

"His knowledge of the produce and farming industry will ensure we continue to lead the industry into the future."

A growing local business Approaching 1 million plants

All of Basacar's produce is grown on its local farms and is maintained and picked by its qualified staff.

"At the moment, we're growing in excess of 950,000 plants," says Tina.

"All the produce we grow for Coles is grown to specification, all trellis grown and quality assured."

Tina believes it is Basacar's commitment to such quality that sets them apart.

"Our produce must pass strict guidelines so to ensure we maintain our respected name," says Tina.

"Packaging at our own pack houses enables us to provide Coles with a personal service and an excellent quality brought about by attention to detail."

Customer relationship A strong and fruitful connection

"Our objective is to display how we are evolving and changing to ensure our relationship with Coles, and their customers, remains strong and fruitful," says Tina.

"We continue to grow and make strategic capital investments, in the form of plant and equipment, as well as in the development of farmland.

Tina says Basacar also invests heavily in its people.

"We focus on training at all levels of Human Resources within Basacar."

The result is a higher standard of quality that Tina describes as a win-win-win for Basacar, Coles and its customers.

Maintaining the highest standards Constantly reviewing and improving

Over the last year, considerable effort and investment has gone into bringing Basacar Produce's facilities up to the highest standard.

"We continually review our procedures and policies to ensure even better quality assurance," says Tina.

"We've made a very firm commitment with Coles to not only maintain, but continue to improve our high standards."

Consistency of supply Quality tomatoes, 52 weeks of the year

"We have adopted the latest innovations, from the design of the packing sheds to the machinery required for washing, grading and packing," says Tina.

"This allows us to provide a consistent supply and a consistent quality 52 weeks of the year."

At maximum capacity, Basacar is able to produce approximately 4,500 trays of tomatoes each day. Tina notes that this will increase as new plant and equipment are put into place.

"This capacity allows us to offer a weekly program and (*continued page 2*)



ASSURING QUALITY

Basacar Produce adopts a very stringent quality management and food safety system.

“We have an SQF consultant under contract,” says Tina. “We also have three full-time HACCP-trained quality assurance managers on staff as well as Freshcare-trained management, quality assurance trained production staff and supervisors.”

Basacar Produce also undertakes regular staff training on all aspects of hygiene and monitoring standards.

“We also understand traceability is becoming more and more important,” says Tina.

“We have a very strict traceability process and regular internal audits.”

Consistency of supply

Quality tomatoes, 52 weeks of the year

(from page 1) opportunity buys,” says Tina – both which benefit Coles’ customers.

“Planning ahead will always be a high priority at Basacar,” says Tina.

“In order to keep satisfying the customer, we know that we have to constantly upgrade as technology moves ahead.”

As well as keeping apace with technology, Basacar Produce also recognises the fundamentals of a quality product and service is critical to future success.

A local employer

Good staff at the core of success

“The core of good staff we have in our key areas provides expertise and training to other employees in their area of responsibility,” says Tina on how Basacar is managing growth in terms of its people.

“These practices (among others) ensure we’re always delivering the best we can across every aspect of the business.

“We aim to have a healthy, successful company that is a leader in quality as well as customer service.”

Basacar Produce has grown considerably over the past few years, to the point where today they are employing more than 120 highly trained staff.

Embracing change

Ripe for the picking

“Change creates both fear and opportunities,” says Tina.

“But with sound strategic planning and the support of key partners such as Coles, we can be assured that the opportunities significantly outweigh the fears.

“We have already surpassed many of our high expectations for the future.”





Q&A

with Tina Broadhurst, Business Manager, Basacar Produce

Does your relationship with Coles help provide further insights into the needs of consumers?

Yes.

Through regular conversations between our key staff members and the Coles Business Managers, we have acquired a better understanding of what the consumers require.

Coles has also given us the opportunity to do in-store product testing in order to get a better understanding of what the consumer's needs are.

This has been very helpful in creating a thorough knowledge of those people who put our produce in their trolley.

How is Coles helping Basacar Produce meet its business objectives?

Our main business objective is to be the largest cherry tomato grower in Australia.

Coles is extremely important in helping us achieve this.

Through our dealings with, and the commitments from, Coles this has enabled us to expand our production and growing capacity.

As a result, our objectives is becoming closer every day.

On product types and innovation, how are you trying to provide Coles with a point of difference?

Not only have we met any and all requirements that have been asked of us, we have continued to suggest and trial new varieties in order to provide Coles with a point of difference.

We have also tried some new methods, one of which was treating leaking fruit that had been mutually suggested by us and Coles.

BASACAR BY THE NUMBERS

950,000+

The number of plants Basacar Produce is currently growing.

7

The number of years it has taken Basacar to grow from its founding by Ayhan Basacar, to becoming one of Australia's premium tomato producers and a leading employer in Bundaberg.

350

The number of people Vizzarri Farms employs during peak season.

120+

The number of highly trained staff employed by Basacar Produce.

4,500

The number of trays of tomatoes Basacar is able to produce each day.

52

The number weeks each year Basacar is able to produce a consistent supply and quality.