



PRIME FLOWERS

ALSTONVILLE, NSW



One of the leading producers of cut flowers in Australia

Welcome to one of Australia's leading cut flower producers, Prime Flowers!

Welcome to one of Australia's leading cut flower producers, Prime Flowers.

This dynamic business, located on the gently undulating and scenic Alstonville Plateau on the north coast of New South Wales, has been developed over the past 22 years from inception into one of Australia's foremost producers of cut flowers, producing in excess of one million bunches of principally lilies, iris and greenery per year. The business has shown astonishing growth annually, with a profit increase of 26% over the past two years.

Prime Flowers have developed a market diversification, supplying over 80 domestic supermarket, wholesale and retail outlets mainly in eastern Australia. This together with a further 20 hectares of suitable land still available for further production help to underpin the future growth and prosperity of the business.

The farm has been extremely well planned, utilising the wonderful natural features of rich virtually stone free volcanic soils, excellent rainfall and climate, and quality underground water for irrigation, together with modern shade houses, and processing capacity.

This unique business not only enjoys excellent ever increasing operating returns but also sits on a land bank in one of Australia's leading growth areas.

I hope you enjoy this pictorial presentation.

Yours faithfully,
Chris Meares
Meares & Associates



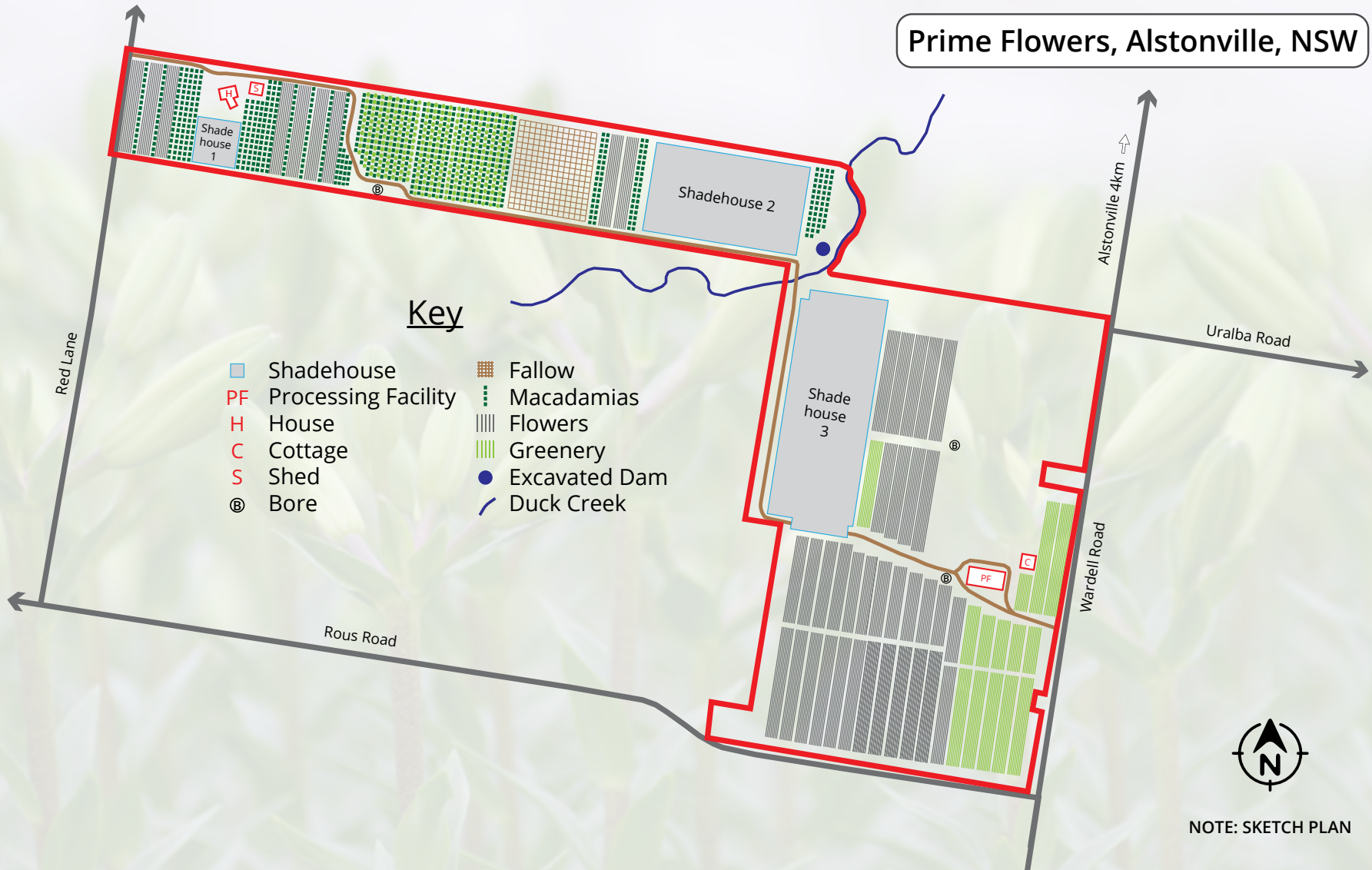


Prime Flowers is well situated just 4km south of the thriving township of Alstonville, 20km from the regional city of Lismore and close to the major commercial and resort areas of Byron Bay and Ballina.

With its outstanding, virtually stone-free, rich deep red volcanic soils, approximately 1865mm rainfall per annum and sub-tropical climate the area has been renowned historically as a major macadamia production region but today is highly suited for other horticultural and, in this case, floricultural pursuits..

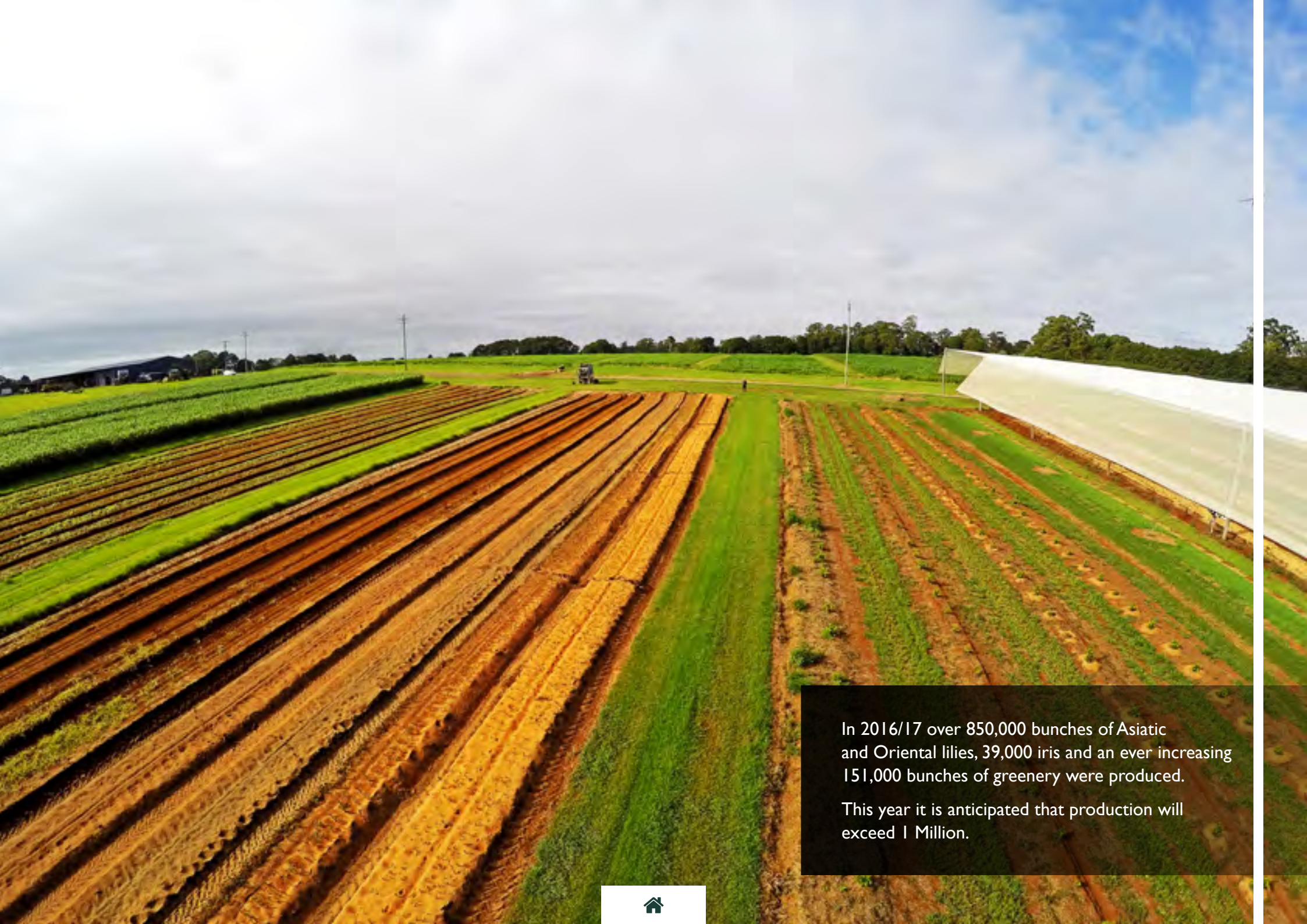


Prime Flowers, Alstonville, NSW



NOTE: SKETCH PLAN





In 2016/17 over 850,000 bunches of Asiatic and Oriental lilies, 39,000 iris and an ever increasing 151,000 bunches of greenery were produced.

This year it is anticipated that production will exceed 1 Million.







Prime Flowers enjoys a sub-tropical climate which is warm in summer and a temperate climate in winter. It has a high and reliable rainfall, with good quality light in winter leading to the production of lilliums with stronger, thicker stems, ensuring even smaller buds on the stem continue to develop to full bloom after harvest.



The plateau, bounded on two sides by the Richmond River, is renowned for its rich volcanic kraznozem soils which are not only relatively free from stone but extremely productive.





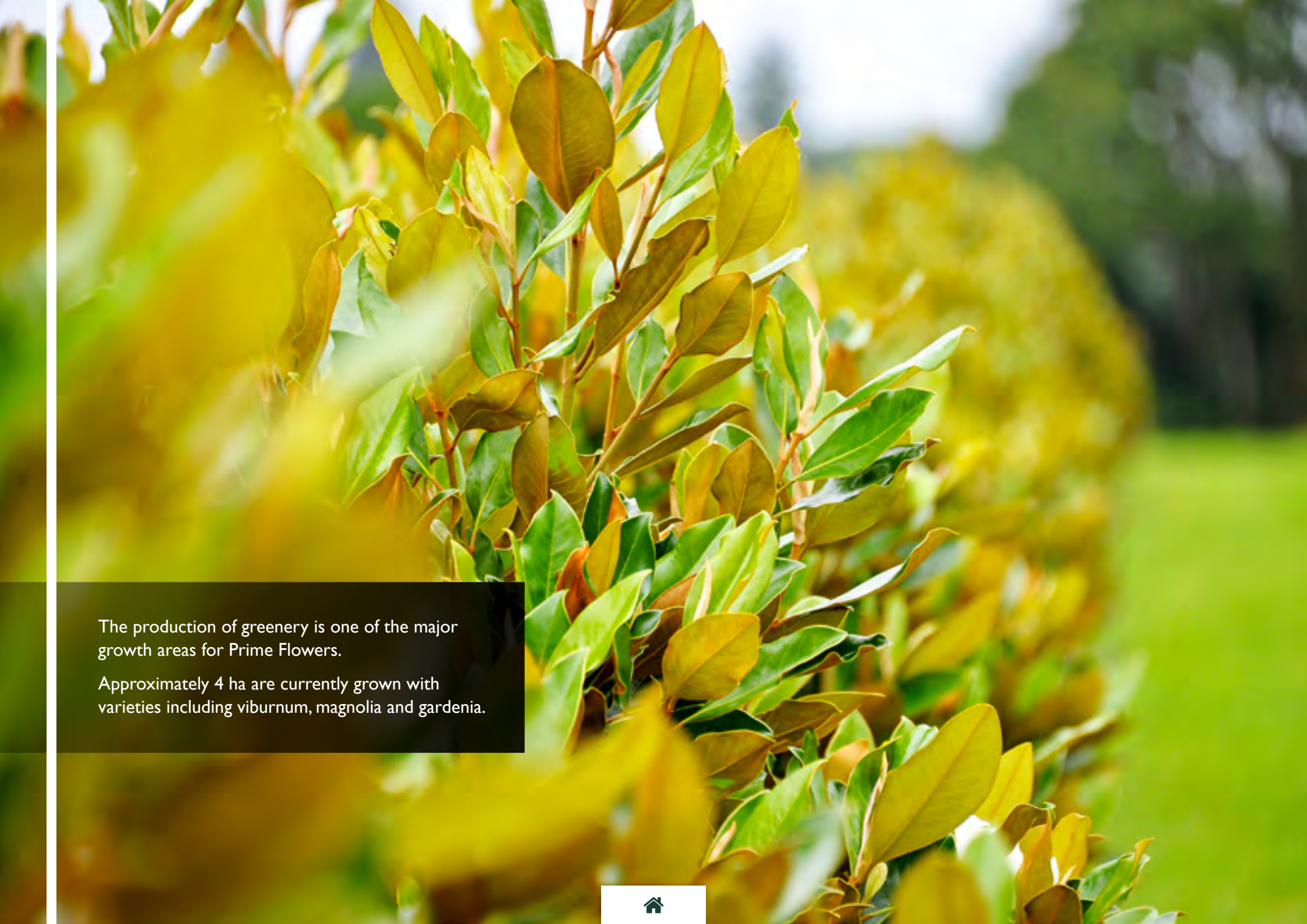
Approximately 9 ha of flowers are grown under shade and hail cloth at three separate locations on the property. The shade houses, equipped with automated set piece sprinklers throughout, are mainly used for growing flowers during spring, summer and autumn, with the open areas taking advantage of the warm micro climate in growing in full sunlight in the cooler months.



Management assures a continuous production of flowers and varieties, cutting fresh flowers daily and also factoring in production peaks such as Mother's Day and Valentine's Day. The lilies take approximately 10 weeks to grow from planting to cutting.







The production of greenery is one of the major growth areas for Prime Flowers.

Approximately 4 ha are currently grown with varieties including viburnum, magnolia and gardenia.





Water is an outstanding feature of the property. Prime Flowers has a water entitlement of 114 MgL that can be sourced from 3 equipped licensed groundwater bores and a licensed excavation into the water table (pictured). The business does not rely on any water flowing into the property.





Over 3km of underground mains pipe service an area of 36 ha and provide continuously pressurised irrigation water for the set piece sprinklers in the shade houses or any of the 13 strategically placed hydrants used to supply hard hose travelling irrigators throughout.





Prime Flowers is a vertically integrated business with the processing and packaging of the flowers carried out in the large industrial colorbond complex, built in 2009. It includes areas for processing, packaging, chilling and distribution, as well as the main offices, workshop, lunch rooms, ablution facilities and open fronted machinery storage areas. Prime Flowers has its own refrigerated delivery vehicle which takes production nightly to the Brisbane markets some 2½ hours away, whilst commercial carriers take stocks to the southern markets daily when required.

There are 11 chiller and freezer rooms, all with independent controls allowing for a flow of product through the chillers from the processing area to a distribution holding area, whilst bulbs and occasionally flowers are stored in 3 freezer rooms.







Since start-up in 1996 Prime Flowers has been able to produce consistent volumes of flowers each month of the year. This allows them to commit to consistently supply their customers all year round.

They have a loyal workforce with long term employees in key roles – in both administration and operation. They have developed detailed operations procedures allowing for consistency, efficiency and professionalism within the staff ranks.



Historically the Alstonville district has been known as a major producer of macadamias and avocados. Prime Flowers has retained approximately 5 ha, 2,290 mature macadamia trees, expected to produce approximately \$146,000 income this year.

The sub-tropical climate allows for diverse horticultural production and this together with plant breeding has extended the climatic range of fruit crops that can be grown including mangoes, stone fruits, avocados, lychees, blueberries, dragon fruit, guavas, custard apples and coffee.



I hope you have enjoyed this brief pictorial presentation of the Prime Flowers business. This dynamic business has shown outstanding profit and production results since its inception 22 years ago and coupled with its location in one of the most sought-after intensive agricultural, lifestyle and commercial regions in Australia, provides an excellent opportunity for investors – either a private family operation or a corporate or institutional investor looking for new products with certainty, growth and profitability as key ingredients.

Should you require any further information or wish to inspect this property, please do not hesitate to contact our office.

Yours faithfully,
Chris Meares
Meares & Associates



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Close attention to all details of our clients' needs and fully understanding the motivation for their sale or purchase means that we can produce positive outcomes to perfectly match their goals.

We welcome your interest and our dedicated team of rural specialists look forward to being of service to you.

Chris Meares
Chief Executive





Sale Information

Prime Flowers is being offered by private sale.

The sale will include land, fixed improvements, irrigation entitlements, standing crops and the business name.

Inspections

Strictly by appointment with the marketing agent.



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