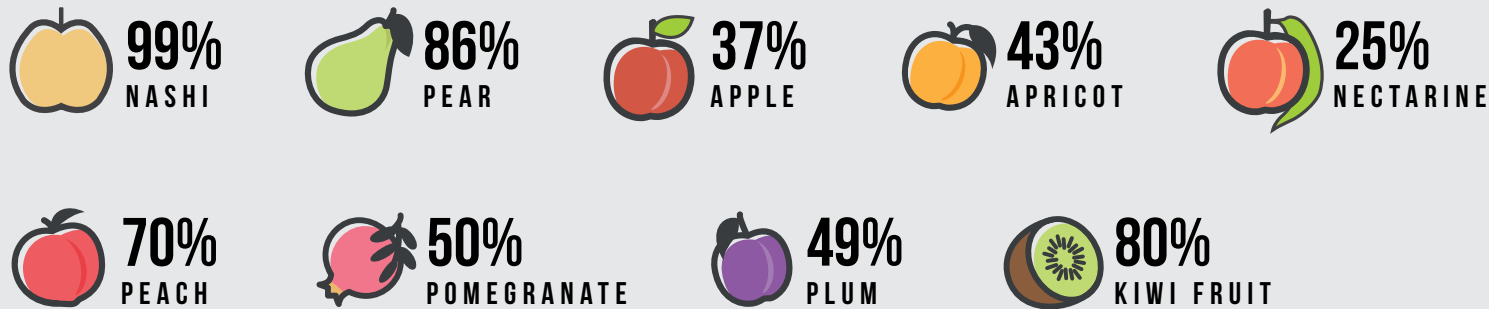


# PERCENTAGE OF AUSTRALIA'S NATIONAL CROP GROWN IN GREATER SHEPPARTON



## A GREAT PLACE TO LIVE

Servicing a region of 250,000 people, Greater Shepparton is a thriving regional city with high class services and facilities. Greater Shepparton is home to national retail brands and unique shopping experiences, universities and a broad range of public, private and catholic education options. Everything you need is just around the corner. With lots to keep you busy, from cultural and sporting activities, events and festivals or even enjoying the great coffee at one of the many cafes, our vibrant, diverse culture makes living and working here something truly special.

**Greater Shepparton – a great place to grow a family and grow a business.**



**Geraldine Christou**  
Director Sustainable Development  
Greater Shepparton City Council

P (03) 5832 9873 | M 0417 091 686  
E [geraldine.christou@shepparton.vic.gov.au](mailto:geraldine.christou@shepparton.vic.gov.au)  
[www.greatershepparton.com.au](http://www.greatershepparton.com.au)



**Linda Nieuwenhuizen**  
Chief Executive Officer  
Committee for Greater Shepparton

M 0409 849 982  
E [Linda@c4gs.com.au](mailto:Linda@c4gs.com.au)  
[www.c4gs.com.au](http://www.c4gs.com.au)



**Charmaine Quick**  
Managing Director  
Goulburn-Murray Water

P 1800 013 357  
[www.gmwater.com.au](http://www.gmwater.com.au)



## GREATER SHEPPARTON A GREAT PLACE TO GROW



# GREATER SHEPPARTON A GREAT PLACE TO GROW



## SOILS

Greater Shepparton has some of the most fertile soils in Australia. The Shepparton fine sandy loam which dominates the fruit growing areas are highly suited to irrigated annual and perennial horticultural crops. Detailed soil maps of the region are available.



## CLIMATE

Greater Shepparton has a Mediterranean climate, suitable for the production of a wide variety of fruits and vegetables throughout the season. Commonly grown vegetable crops in the region are tomatoes, capsicums, zucchini, corn, cauliflowers and broccoli, just to name a few.



## WATER

The Goulburn Murray Irrigation District (GMID) which Greater Shepparton is an integral part of has been upgraded thanks to the \$2 billion Connections Project, which was completed in 2020 and improved the efficiency of water delivery to agricultural properties in the region. This world-class irrigation system allows growers to order water online, from a high quality supply distributed through the automated channel network. The Water Efficiency Project (WEP) started in 2021 and will provide further water recovery, channel rationalisation and modernisation opportunities within the GMID, already delivering 7GL of its forecasted 15.9GL water savings. High security irrigation water right in the GMID is among the most reliable in Australia.

Victoria's Greater Shepparton is renowned as the food bowl of Australia. With its soils, irrigation water and connectivity to capital cities and export markets, Greater Shepparton is well poised to grow even more. What has been traditionally mostly processing fruit and milk country is now opening up to new industries of vegetables, fresh fruit varieties and large scale irrigated cropping.



## TRANSPORT



## TRANSPORT & LOGISTICS

The existing fruit processing and milk industries ensures that Greater Shepparton is well serviced by a number of refrigerated and non-refrigerated transport companies.

## WATER



## AGRICULTURE



**BIG BUSINESS HAPPENS HERE**



## FOOD MANUFACTURING

Greater Shepparton has a high concentration of food manufacturing businesses, including Campbell's Soups and the iconic SPC. In addition to this are a number of packing sheds in the region including a recent \$60 million pack house featuring a 35m tall automated storage retrieval system (ASRS), three sizing and grading lines and seven packing lines.