

# Hybrid kalette heading for superfood status



**People have been asking for them since Christmas**

— Scott Samwell

*LEFT: Eastbrook Vegetable Farms' Scott Samwell with the new kalette – a cross between a Brussels sprout and kale – which has sparked national interest from shoppers.*

By Lisa Pahl

It's a leafy-green love child that has been turning heads in supermarket fruit and vegetable aisles across Australia, and it's grown exclusively in the Hills.

The kalette – a cross between a Brussels sprout and superfood du jour kale – is being snapped up in Coles stores nationwide after its official launch last week.

The miniature leafy green is produced only by the Samwell family business, Eastbrook Vegetable Farms, based in Mt Barker.

Third-generation grower Scott Samwell said the new vegetable was a twist on the Brussels sprout that was sure to appeal to most palates.

"I think people are going to enjoy it more than a traditional Brussels sprout," he said.

"The taste is a lot milder – it's more of a sweet kale and some people say

it's got a nutty flavor." Developed by UK company Tozer Seeds, Mr Samwell began trialling the kalette in 2012.

"We only had a few plants in, then I went overseas on the Nuffield Scholarship and saw them being grown in Wisconsin in the US and thought we really could do it here."

He planted more in 2013 and about 110,000 plants last season.

"We started selling them last year towards the end of the season and they sold for about three months through Coles," Mr Samwell said.

### Strong interest

"People have been asking for them since Christmas."

There has also been strong national and local interest, with the product selling out in Mt Barker's Coles supermarket just a day after its official launch last week.

The kalette was a perfect fit for the business, Mr Samwell said, because it already had the mechanical harvesting

equipment required. It is also a boon for the local economy, with 10 new jobs created through the addition of kalette to the family business, which includes Mr Samwell's father Kent, brother Luke, uncle Lee and cousin James.

It is also the first of two new varieties the business is trialling, with plans to launch a red Brussels sprout soon.

Kalettes are a versatile vegetable which can be sauteed, steamed, roasted, blanched, grilled and eaten raw.

They are available from late April through until September and will be sold exclusively through Coles.

Coles general manager of fresh produce Brad Gorman said it took on the vegetable as part of a push to support grower innovation.

"This is the first time a new vegetable has hit the shelves in about a decade so we're excited to introduce kalettes to our fresh produce aisles and expect them to be popular with customers looking to try something different and add variety to their meals," he said.

# Council looks to value added agriculture jobs

By Lisa Pahl

Value added agriculture businesses could be a key jobs creator in the Mt Barker district, the local council hopes.

The Mt Barker Council is set to investigate opportunities for its treated wastewater and stormwater, including drawing new horticulture and agriculture businesses to the district.

The proposal is one of several being pursued under the council's economic development strategy to encourage investment and boost jobs in the region.

Chief executive Andrew Stuart told a meeting last week that value added agriculture was an area that could be expanded.

The council already sells some of its treated wastewater to local growers, but the bulk of it goes to Hillgrove's Kanmantoo copper mine.

Once the mine closes, which could be within a decade, the council will be left with a surplus of high-quality recycled water.

"We will need to find an alternative use for our treated wastewater in 10 years," Mr Stuart said. "If we don't use that for a value added agriculture enterprise or something similar then we won't have done our job as council."

### Branding and marketing

Other measures the council is taking to increase economic development include a major branding and marketing exercise, the development of an investment prospectus for possible investors and changes to Mt Barker's town centre planning rules.

"Mt Barker has got a reasonably good performing local economy but if we take it for granted it won't necessarily stay that way forever," Mr Stuart said.

"If we sit and take everything for granted we may well lose the competitive advantage of Mt Barker."

He said there was strong demand within the retail sector, including a possible future need for a second homemaker centre and interest from major retail franchises looking to set up in Mt Barker.

It was part of the council's role to consider how it could bring new enterprises into the district, Mr Stuart said.

# Statistics show increased assaults but fewer thefts

By Melissa Keogh

Serious assaults across Hills and Fleurieu districts have nearly doubled in the past year, according to statistics released by SA Police (SAPOL) recently.

According to SAPOL's annual report, 35 serious assaults resulting in injury were reported to Hills police in the 12 months to March 2015 compared to only 17 the previous year.

Officer in charge of the Hills Fleurieu Local Service Area (LSA) Superintendent Rob Williams said the rise followed a "general increase" in reported offences against a person, including aggravated sexual assault, threatening behavior and harassment.

However, Supt Williams attributed the increase in reported crimes to improved communication between police and communities, causing more people to speak up.

"This increase in communication across the community has seen a significant increase in reports of assaults, particularly serious assaults," he said.

"Our belief is that victims are now feeling more confident in the reporting process and are more likely to seek assistance."

### Less trespass

According to the annual statistics, Hills police have also seen a reduction in a number of other crimes, including a 6% drop in serious criminal trespass reports.

However, Supt Williams said trespassing continued to be an area of high concern in the Hills, alongside inattentiveness at the wheel and drug and drink driving.

"Many of the road crashes occurring in our LSA can be attributed to inattention, the use of mobile phones, being distracted by things occurring in and around the vehicle and exceeding the speed limit," he said.

According to SAPOL's traffic statistics, an average of 14 people will be killed on Hills and

### REPORTED HILLS CRIMES

April 2014 – March 2015

Crime Category	2014/15	2013/14	Change
<b>Aggravated sexual assaults</b>	67	44	Up 52%
<b>Serious assault resulting in injury</b>	35	17	Up 106%
<b>Theft from a motor vehicle</b>	230	307	Down 25%

Fleurieu roads every year. Despite a 12% rise in overall offences against the person, Hills and Fleurieu districts have seen a reduction in property offences, most prominently theft from motor vehicles.

Reported theft from motor vehicles has fallen 25% compared to the previous 12 months.

Supt Williams said the drop could be attributed to a boost in police numbers and increased efforts in targeting known thieves.

"We introduced additional staffing to Goolwa Police Station this financial year and their efforts in targeting known recidivist (repeat) offenders has been successful," he said.

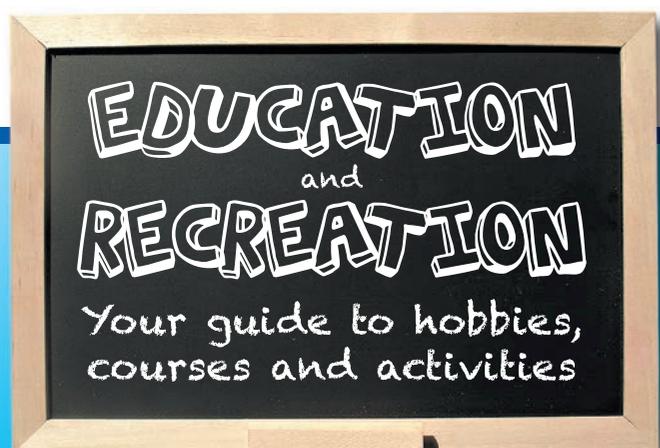
"Our strategy of putting police to the area where crime has been identified has seen the prevalence also reduced."

Supt Williams said police often focused their attention on problem areas, helping to combat a rise in specific theft crimes.

"We often place a variable message sign in an area where we are experiencing specific problems," he said.

"This helps to inform the community and can have an effect on criminal behavior."

Overall reported offences against property in Hills and Fleurieu districts have dropped by 9%.



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