

New vegetable an Australian farming first

PROUDLY SA



The Samwell family - L-R James, Scott, Luke, Leigh and Kent Samwell in their kalette crop at Mount Barker in the Adelaide Hills.



Snapshot

Business

Samwell & Sons (Eastbrook Farms) / Fresh Select

Location

Mount Barker, South Australia

Owner

Samwell Family (Scott Samwell, Managing Director) / John Said (Fresh Select)

Produce

Kalettes

Number crush

3

Number of years it has from conception to growing a commercial crop for Coles.

3

Generations of Samwells have worked the family farm

35

People employed (full-time and casual) by Samwell & Sons including 5 family members

526

Hectares of farmland managed by the Samwell family

Samwell & Sons (Eastbrook Farms) / Fresh Select, Mount Barker, South Australia

"I think this marriage between a Brussels sprout and kale is going to be a positive both for us as a business and the consumer, as it's something new and healthy for them to put on their plate."

Scott Samwell, Managing Director

A new vegetable – the kalette – has become a global trend and is now available for the first time in Australia, exclusively in Coles.

The perfect marriage between kale and Brussels sprouts, the innovative vegetable is grown in the Adelaide Hills by Samwell & Sons, in collaboration with Fresh Select. They saw the kalette trend emerging around the globe and saw the opportunity to introduce it to the Australian market through Coles.

Originally developed in the UK by Tozer Seeds, the inspiration behind kalette was to create a vegetable similar to kale that was versatile, easy to cook and looked great. Featuring the best flavours from both vegetables, the result is a fresh fusion of sweet and nutty.

It is also a combination that has delighted dieticians and nutritionists, given the health benefits of both vegetables.

Farmer Scott Samwell, Samwell & Sons Managing Director, learnt about kalette on a trip to the US in 2012 to research sustainability and then collaborated with Fresh Select to bring the idea to life in Australia.

"I learnt about kalettes in 2012 in Pennsylvania when I was on a six-month trip to research sustainability as part of a Nuffield Australian Farming Scholarship," says Scott.

Scott, a third-generation vegetable grower, operates the family business located in Mount Barker, alongside his father, uncle, brother and cousin. The farmers are experts in growing vegetables with a business ethos about being innovative, sustainable and environmentally aware.

Scott is excited to introduce something new into the Australian vegetable industry.



Kalettes are a cross between kale and Brussels sprouts.

"We are experts in growing these types of vegetables and as Brussels sprouts have been around for decades it's great to be able to offer a twist on this original to customers. They're so versatile and delicious when eaten raw or cooked," says Scott.

Scott met John Said, the Managing Director of Fresh Select, in the Netherlands in 2012. It was to be the start of a successful partnership and since 2013, the Samwell family has supplied green Brussels sprouts in pre-pack bags to Fresh Select, who in turn supply the produce to Coles stores.

"Fresh Select are quite innovative and are always looking to bring new products to customers, which also reflects our way of working," says Scott.

"It's been a good collaboration."

It's a sentiment shared by John who has also enjoyed the collaboration that has brought the combination of two of the most popular existing vegetables in Australia to market.

"We enjoy developing relationships with local growers to ensure we are leading the way with industry innovation in Australia," says John.

Brad Gorman, Coles General Manager Fresh Produce, said, "At Coles we love being able to offer customers great quality fresh produce and we're keen to support growers to innovate and do something new and exciting for customers."

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."

Kalettes grow between May and September and are very versatile product.

"You can eat them raw – they work well in salads – or you can steam, blanch, stir fry, or grill them."



The Adelaide Hills are home to Australia's first commercial kalettes harvest.

q&a

with Scott Samwell

Q: How important is having a retailer like Coles back a venture such as this?

A: It's absolutely vital. I started playing with kalettes around three years ago but being able to trial the product with Coles last year allowed us to grow them commercially.