



Top 10 reasons why growers choose MPC

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Smart growers know that the benefits of MPC are simply too good to ignore:



1. High Overall Return For Your Crop

Our combination of a payment scheme that rewards quality, a fair and consistent laboratory and fast payments ensure that our growers receive maximum value for their crop.

Our track record of increasing the final price paid to our growers during the season means growers can have confidence that MPC will provide the best returns in the industry.

2. Payment Terms That Suit Growers

MPC offers high upfront payments and a strong history of full payments made to all our growers by Christmas. The faster payments allow our growers to spend or invest their income as they require and can reduce the need for seasonal finance.

Our payment terms are specifically designed to assist growers with their cash-flow.

This means our growers have the confidence to plan their cash flow with greater certainty. Isn't it good knowing the money is in your account and not your processors?

3. Consistent And Reliable NIS Laboratory Testing

Our fully transparent testing process is fair to our farmers.

MPC growers have found that while the price offered is important, the laboratory assessment of NIS also plays a critical role in determining their income.

That is why we have created a laboratory testing system that is known for its reliable and consistent NIS testing. This system means our growers can realise higher returns.

We have an open door policy for testing and growers are welcome to come in and see their assessments being performed. We keep all test samples for two months so that they can be reviewed by a grower and we are always ready to discuss the results with you.

We will help you make decisions on the farm by providing quick assessments (free of charge) of samples that you provide. Fair to farmers, open and transparent – the hallmark of MPC's laboratory testing.

4. High Capacity Receivals

Our efficient and high capacity receivals area ensures we can always accept your crop - which means you get paid more money, sooner.

Our high intake capacity means you can deliver your NIS sooner and avoid any quality loss that can occur by having to store NIS in your silo's. Better quality equals better profits.

Our ability to receive NIS when you want to deliver will also decrease your on-farm storage requirements, reducing your capital costs.

5. World Class Grower Support

MPC is at the forefront of assisting farmers with progressive farming practices to increase your return.

We have an ongoing commitment to improve the crop yield and optimise the quality of your NIS so that you can maximise your profit.

Our regular grower field-days demonstrate the practical applications of the latest research and industry developments. It is our partnership with growers that has been core to our success and the success of our growers.



"Cash flow is critical to our business. The knowledge that we can rely on payments coming regularly is a necessary ingredient for successful business management."

DAVID & ANN ANDERSON.



"Since working with the team at MPC I've increased my average yield to 4.5t/ha. Higher yield means more income and better profit for the farm. It's that simple and that good!"

RICK PAINE.



6. Superior Technology Ensures Better Prices For Growers

MPC's world-class processing technology ensures your kernel gets to the market in the best shape to command the best possible returns for our growers every time.

We continually implement new techniques and update the factory with cutting edge technology to help lower processing costs and improve quality. This allows us to return higher payments to growers.

7. Forging New Global Markets – Not Following

MPC's marketing arm, IML, has been a global leader in macadamia marketing since its inception more than 20 years ago.

We have achieved this by constantly forging global alliances that result in innovative and significant macadamia product lines and worldwide distribution channels that drive added value for our growers.

IML is not content to just sell to existing markets at commodity prices. Rather, we forge global partnerships in value-added macadamia markets, constantly driving new distribution channels and higher prices for our growers.

8. Quality Commands Consistently High Prices

MPC's international reputation for quality is a highly prized asset in global markets.

Retaining industry-leading, quality standards means MPC can command consistently high prices for our products which enables us to pay consistently high prices to our growers.

Besides all the usual programs such as HACCP and ISO 9001, MPC has in place systems that ensure the consumer enjoys the best eating experience possible.

We take great care to ensure that your kernel has the longest possible shelf life by controlling storage and processing conditions. By delivering the customer the best possible quality every time, MPC retains its global reputation for quality. This reputation allows us to command a price premium and return more to our growers.

9. A Leader In The Industry

MPC has a long-term commitment to our growers. We're not just a processor – we have the goals, leadership and drive to ably steer the macadamia industry into the future. And that's exactly what we are doing!

MPC is not waiting for others to do what is required to better position the industry for the future – it is leading. MPC has been pivotal in driving many initiatives, including discussion on improving NIS laboratory assessment systems.

We actively work with the world industry including the AMS, growers, overseas producers and overseas processors to help steer the industry to a sustainable future.

10. A Highly Successful Commercial Enterprise Owned By Growers

MPC is a highly successful commercial enterprise that is owned by growers.

It's been that way since its creation in 1983 when a handful of macadamia growers near Lismore decided to take control of the production and marketing of their own produce.

Since then MPC has worked extremely hard to forge a world leadership position in macadamia processing and marketing. And whilst our commercial success is paramount we still exist to this day for the benefit of our growers and shareholders.



"MPC's consistent and reliable NIS testing has allowed me to make management decisions with confidence, which maximise my on-farm returns. Early in the season I have used MPC's testing to determine when to commence harvesting husk spot affected nuts. The accurate and rapid test results have allowed me to reduce the unsaleable losses of NIS due to husk spot by 30% to 40%."

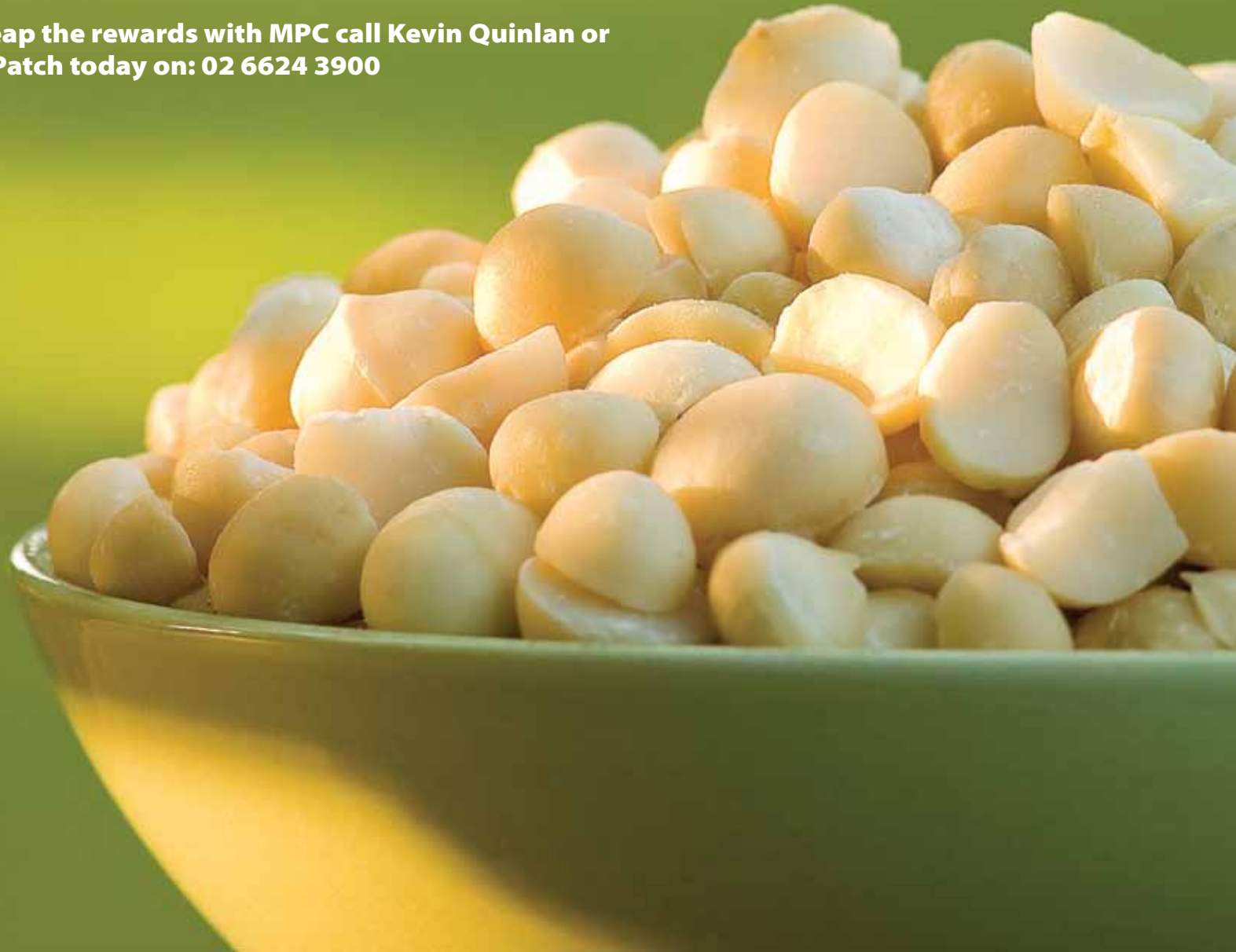
JOHN PRETORIUS.

To reap the rewards with MPC and discuss the reasons why you should join us call (02) 6624 3900



More growers than ever realise MPC's total package is the best around. High overall return for your crop, payment terms that suit growers, consistent and reliable NIS laboratory testing and world class grower support, are just some of the reasons why MPC is the partner of choice for more macadamia growers.

To reap the rewards with MPC call Kevin Quinlan or Jim Patch today on: 02 6624 3900



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