

37<sup>th</sup>

# Australian Cherry Industry Conference

Shepparton, Victoria

1–3 August 2006



## Speaker Profile

**Mr Mark Millis & Mr Mike,  
Nicol Flavorite Hydroponics,  
Warragul Victoria**

The Flavorite Tomato story is about the 'REVOLUTION': the overthrowing of the old regime of hard tasteless tomatoes, picked green from the bush and gas ripened in huge cool rooms. The 'Revolutionaries' are Warren Nichol and Mark Millis. They have taken a 'cottage industry' and combined with the good intentions of the Hydroponic Farmers Federation created a vibrant new rural industry.

Since 1994 when 3000 sq metres of tomatoes were planted; the business has grown. The company's recently purchased new farm of 40 hectares next door to the existing Flavorite farm, has seen extensive earthworks since November 2005, when the permit to build 23HA of greenhouses was approved. Flavorite is constantly reviewing their product to ensure they deliver CONSISTENTLY a RED JUICY TASTY TOMATO to their customer. Today the company includes many family members including Mike Nicol who is National Marketing Manager.