



From an Edgell Country Garden

THE MARKET

In just one generation, a family of products has emerged that has not only changed the everyday lives of many Australians, but is now among the nation's single largest selling grocery categories - canned vegetables. When Edgell introduced canned asparagus to Australian consumers in the early 1920s, an entirely new Australian industry was born.

Founder Gordon Edgell could not have dreamed of the success which would visit his family company in the ensuing years. From this humble start, the canned food market has grown and diversified into what is now Australia's third largest dry grocery category in volume, and sixth largest in value (excluding cigarettes and softdrinks). For Mr Edgell, what began as a new way of growing and packaging asparagus, quickly became a multi-million dollar enterprise which today competes in a market worth more than \$250 million.

The variety and convenience of canned vegetables has secured the category's position as a staple item on most household shopping lists. With almost 70 million cans of Edgell vegetables sold in Australia in 1997, it would be hard to find an Australian home without at least one can in its pantry - more likely you will find a selection. The top six segments - seed beans, corn, beetroot, tomatoes, asparagus, and peas - account for more than 80 percent of the value of the whole canned vegetable market. Edgell is the only brand which competes in each of the 16 segments that make up the canned vegetable market, and it is the market leader in both corn and seed beans. Edgell products provide today's consumers with convenience and variety.

Each and every can contains vegetables picked and preserved at their peak. It is the canning process itself which preserves the vegetables and locks in their goodness.

While the products are essentially the same as they were over 70 years ago,

* TRADEMARK USED UNDER LICENCE



Edgell has always responded to changing consumer needs. This is now most evident in the introduction of innovative and value-added products which focus on contemporary food flavours to suit current eating and cooking preferences.

ACHIEVEMENTS

Edgell is an Australian icon synonymous with quality canned vegetables, prized for taste, convenience and value for money.

In 72 years, the Edgell brand has created a stable of more than 80 products that now account in value for close to 30 percent of all sales in the canned vegetable market. Edgell is now, and has always been, at the forefront of canning technology in Australia. In its early years, Edgell made significant contributions to Australia's World War II efforts by canning water for shipment to our armed forces overseas.

In the 1960s Edgell forged a legend with its 'Country Garden' advertising theme, still in use today to promote the Edgell brand. Similarly, in its advertising campaigns of the 1980s, Edgell took its marketing strategy to another level with its association with another famous Australian - John Farnham.

HISTORY

In the early 1920s in NSW, Gordon Edgell planted asparagus in rows rather than the traditional beds and a

brand new Australian industry began.

The roaring twenties saw a need for year-round product and Maxwell Edgell returned from researching the latest American canning methods to establish Edgell's own cannery at Bathurst, in 1926. Never faltering for a moment, even through the depths of the Great Depression, Gordon Edgell & Sons Limited continued to prosper, expanding each year with new products and acquiring additional farming land and plants.

Throughout World War II, Edgell's was an essential industry, working day and night to ensure the Forces received the best possible food.

Edgell expanded its plant to include a new cannery at Cowra in 1943 and the one millionth can of vegetables rolled off the lines just one year later, further cementing Edgell's position as industry leader.

The 1950s saw a remarkable acceleration in technology worldwide. Taking full advantage of the acceptance of canned foods in the post-war years, Edgell increased its marketing activities and opened its first sales office in Australia House in Carrington Street, Sydney. Like the nation, Edgell rode the wave of affluence, entering the deep freezing business with a modern Frozen Food Distribution Centre at Rozelle. In 1955, two great industry pioneers united under one banner and the Edgell-Birds Eye company was born. Through intelligent mergers and acquisitions, the small family concern had become a major corporation with key international links, expanding its operations and opening new offices around the country, while maintaining its enviable reputation for consistency and quality.

In the 1960s Edgell forged another legend, the Edgell Country Garden theme. Edgell again expanded its sphere of activity, no longer reliant on the vegetable market as it headed into yet another phase in its dynamic history. It was a decade of unprecedented change for Edgell. New times demanded new methods and a new focus. Edgell continued to expand, diversifying into processing tropical fruits, juices, pineapples, beetroot and sauces.

The 1970s brought total transformation. Governments changed, technology accelerated and, as always, Edgell was at the forefront. In 1979, a joint venture with National Sea Products of Canada saw Edgell add quality seafoods to its



portfolio and emerge as a healthy company, fully diversified, delivering to the world the freshest foods from one of the last clean, healthy environments. Consistently demonstrating its commitment and its optimism, Edgell began a major irrigation project at Cowra in 1985.

Taking appropriate measures to ensure peak performance, Edgell's reputation for quality and innovation was reinforced by dramatically upgrading the quality of production, the quality of the product and further expanding its share of overseas and domestic business.

Edgell went through a major rejuvenation program under the ownership of Pacific Dunlop and now, as a part of the J.R. Simplot Company of the United States, the company is well and truly set on the path for continued success.

The Australian icon Edgell goes into the 21st century dedicated to producing world class vegetable products through innovation and excellence. The company has demonstrated a long-term commitment to 'bringing Earth's resources to life'.

THE PRODUCT

The Edgell brand delivers fresh tasting vegetables straight from a country garden with all the goodness sealed in the can. To deliver quality products, the process starts in the fields. Edgell fieldsmen specify the planting dates for each crop, supervise control of insects, diseases and weeds, check progress and supervise harvesting.

Harvesting occurs at the exact time when crops are at the peak of their goodness and flavour. Once harvested, raw vegetables are transported quickly to the canning line and within a few hours are ready for canning.

Elaborate processing and production techniques ensure all canned food is of the high quality consumers expect from Edgell. Edgell canned foods are cooked in the can for the exact time and at the exact temperature required to sterilise and preserve them. No artificial colours or flavours are added.

RECENT DEVELOPMENTS

Australians are more aware than ever of the important role vegetables play in their diet. Edgell's recognition of this is reflected in ongoing product development and innovation, along with sponsorship activity.

Most recently Edgell was invited to be a foundation sponsor of the Australian Cancer Society's Lifetrack 2000 nutrition program. Lifetrack 2000 is based on the latest national and international research linking diet and disease. Lifetrack 2000 promotes a balanced diet, containing a variety of quality vegetables, to help reduce the risk of lifestyle diseases.

The seed bean category has been extended to include Mexibean, Soya Beans, Navy Bean Salad and Chick Pea Salad. These are all highly nutritious examples of Edgell's response to

increased consumer awareness and demand for quality, convenient and nutritious vegetable products.

Time pressures have placed an emphasis on the importance of convenient meal solutions. With much of the preparation already done, convenience is an intrinsic benefit that comes with Edgell canned foods. The increasing trend towards pasta, rice and noodle based meals has contributed significantly to Edgell's extension of its tomato products. The range has more than doubled in the past two years.



products and their specific end uses.

In recent years television advertising has bought the 'Edgell Country Garden' message to life, with a squadron of young children dressed in vegetable outfits providing a live concert performance of the Edgell brand jingle.

BRAND VALUES

Since the introduction of Edgell products in 1926, the name Edgell has become synonymous with the highest quality in canned vegetables.

The Edgell brand is wholesome, honest, uncomplicated and, quite literally, down to earth. Edgell have a long and proud heritage as the vegetable experts. Consumers trust Edgell to deliver quality, taste and convenient vegetables all year round.



Edgell undertakes an aggressive innovation program to ensure Australian householders receive value-added products which assist in meal preparation and continually meet changing consumer needs.

PROMOTION

'From an Edgell Country Garden', the Edgell theme originating from the 1960s, remains the foundation of all Edgell advertising today. This message is still contemporary and relevant to the Edgell brand in the 1990s, so much so, most Australians can happily recite the 'Edgell Country Garden' jingle.

The primary means of promotion for Edgell has always been magazine advertising. This has been underpinned with the 'Edgell Country Garden' theme and has featured individual Edgell

THINGS YOU DIDN'T KNOW ABOUT EDGELL

- Edgell was the first company to commence canning vegetables in Australia in 1926 with the launch of Edgell Asparagus.
- During World War II, Edgell supplied canned water and foods to our troops.
- In 1997, close to 70 million cans of Edgell vegetables were purchased in Australia, including asparagus, beetroot, seed beans, corn, peas, tomatoes and potatoes.
- Independent nutrition studies have shown that there are no practical differences between the nutritional value of fresh and canned food.
- Edgell canned vegetables are a healthy, convenient and accessible source of vitamins and minerals.
- Cooked carrots are easier to digest and release significantly more valuable betacarotene than fresh.
- Tomatoes are most beneficial when cooked, releasing more lycopene.
- Cold cooked potatoes are less fattening than hot cooked potatoes.

