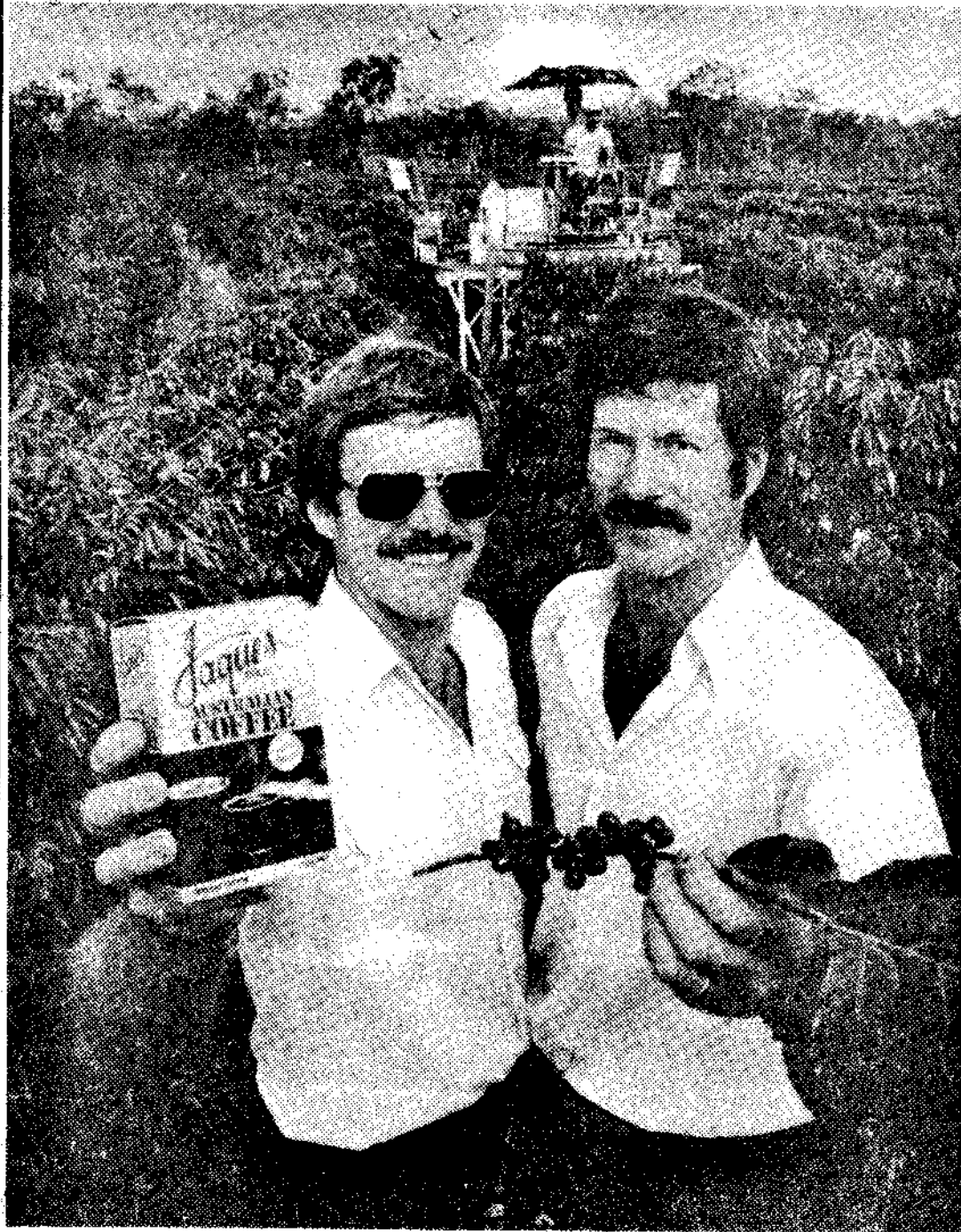


Spreading the taste



By staff reporter
DEBRA McCOY

NORTH Queensland coffee drinkers have already accepted the Jaques Bros. Mareeba-grown product and now the company plans to break into the lucrative overseas market.

The coffee company is owned by brothers, Nat and Dick Jaques, and Mr Nat Jaques said yesterday the company's initial targets were the Japanese and American markets but such expansion would depend on the product's success with Australian consumers.

He said said moves into the southern Queensland market were planned in the Mareeba coffee estate's next stage of

expansion. Mr Jaques said the company's southern thrust would probably go ahead within the next couple of weeks following marketing success in Northern areas of the State.

He said the company supplied supermarkets, coffee shops and tourist outlets in the North. Mr Jaques said a yield of about 50 to 60 tonnes was expected when this year's harvest reached its peak about June. That would more than double the first harvest in 1984.

Mr Jaques said production was expected to increase by about 50 tonnes annually. The company's roasting plant which is located on the plantation, was capable of handling more

than 400 tonnes. Mr Jaques said about eight people were employed in the harvest and roasting operations but that figure would increase as the company expanded.

The brothers started the coffee plantation in 1979 and Mr Nat Jaques said the Mareeba coffee estate was the first commercial plantation to start operations in Australia since the turn of the century.

• Pictured above — Mr Dick Jaques — left — and his brother, Nat, display some of the home-grown product from their Mareeba coffee estate. Harvesting is expected to get into full swing by June. — Marshall photo.