

Mareeba coffee makes an impact

Coffee tasting morning invite

• **LEFT** — part owner of the family partnership which controls the Mareeba Coffee Estate, Dick Jaques, pours a cup of Far North Queensland grown coffee for the owners of Andre's Delicatessen, Ian Young and Jeff Warrington. A sample coffee morning will be held at Andre's on Thursday for people who would like to try this home-grown product which has been compared with some of the best coffees in the world. Sampling times at Andre's are 9.30 to 11.30 am on November 21. A special discounted price of \$1 off for packets of the preground or bean coffee from the Mareeba estate in either light, medium or dark roasts also will apply on the morning. Mr Jaques will on hand to explain the finer points of growing coffee on a large and highly mechanised commercial basis with a Queensland-wide market as the objective. — Francis Photo.



WITH the introduction to the North Queensland market of the Jaques Brothers Australian coffee, local drinkers have found themselves the first in Australia to benefit from this huge farming project near Mareeba.

Established by brothers, Nat and Dick Jaques, the farm is known as the Mareeba Coffee Estate, and is founded

along the lines of the family's large coffee interests in Tanzania, East Africa.

However, when the Mareeba farm was established, Nat and Dick used all the latest technology available to them to make the growing, harvesting and processing operations as simple and efficient as possible.

The whole 80 hectare farm can be operated by two people, and when you consider the size of the operation, that's really something.

At this stage there are 240,000 coffee trees planted, and all of them are individually fertilised and treated for disease prevention by way of a fully automatic underground watering system which travels over 295 km of main, sub-main and lateral feeder lines.

Harvesting the beans is likewise very advanced, with a specially built harvester designed by the brothers and built in New Zealand enabling the complete crop to be picked in a fraction of the time taken by usual manual methods.

At this stage, apart from two companies in Brazil, Jaques Bros. are the only plantation owners in the world using mechanical harvesting techniques.

The coffee chosen to grow in Mareeba by Nat and Dick is Coffea Arabica, the king of coffee, and the seed stock they use is from the best Columbian, Keyan and Jamaican coffees.

The policy they work by is to plant the best and then harvest, roast and pack it themselves, thereby keeping track of the product at every stage.

No imported coffee is blended into their retail packs so it is truly a 100 percent homegrown Australian product.

At this stage, they are concerned only with covering distribution from Townsville north, but hope that by Christmas, 1985, their product will be available throughout Queensland.

One of their major outlets in Cairns is Andre's Gourmet Delicatessen, established for five years, and recognised in the fine food industry as one of Queensland's best.

Andre's have seen the enormous potential in the Jaques Bros. product. Being locally grown and processed means quite a lot, but as Ian and Jeff pointed out, it's the quality of the product they sell that's made Andre's so popular, and the quality of Jaques coffee is excellent.

At this stage the most popular roast in both the preground and bean packs has been the medium roast, although the light roast and dark roast also are selling well at retail level.

Ian said one of the first comments that customers make was how attractive the packaging was, and feels that quite apart from the local demand that is building up, the product will become a tourist must, in much the same way as Nerada tea has.

For the first time in the history of Andre's deli they will be holding an "in house" promotion to really launch Jaques coffee on the local market.

This coming **Thursday (November 22) between 9.30 and 11.30 am**, Mr Dick Jaques will be at Andre's to chat about his coffee and would love to talk to people about any aspect of coffee production customers may like to discuss with him.

Of course, it goes without saying that you can sample any of the Jaques coffees, personally brewed by Dick with his compliments.

To make the occasion even more enticing, Jeff and Ian will be reducing the price of the packs of preground or whole beans by **\$1 per pack**.

Andre's

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