



Travel and Tourism



• Mr Nat Jaques, the Member for Barron River and Minister for Environment, Valuation and Administrative Services, Mr Martin Tenni and Mr Dick Jaques at the official launching.

Special coffee official launch

JAUQUES Bros Coffee from the Mareeba Coffee Estate is now officially available on the Queensland market.

The official launch was carried out by the Member for Barron River and Minister for Environment, Valuation and Administrative Services, Mr Martin Tenni, at a ceremony aboard Hayies's tourist vessel Captain Cook on the Brisbane River last month, with guests enjoying the coffee and the cruise.

Mr Tenni described the launch as a milestone in the rebirth of Queensland's coffee industry which has the potential to become an important element of Queensland's economy, and especially of the economy of North Queensland.

Food is one of the greatest tourist attractions, rivalling reef and rainforest and now you can round off any of the State's great meals with a unique coffee grown in North Queensland," Mr Tenni said.

The unique flavor of Jaques Bros Coffee comes from the Arabica Coffee tree, the only species grown at the Mareeba Coffee Estate.

Dick and Nat Jaques told guests at the launch ceremony, evaluation by coffee tasters has shown Coffee Arabica grown in Queensland produces good quality coffee equal to the best available.

Around \$200 million worth of coffee is imported into Australia each year but much of it is blended coffee which does not have the pure flavor of the coffee produced at Mareeba.

There is a large market available for successful growers both in Australia and overseas.

The Mareeba Coffee Estate is one of

the most advanced coffee plantations in the world.

It is probably the only coffee crop grown in the world using a drip-fertiligation (fertiliser and water) system.

Each of the 240,000 trees on the 77 ha estate has its own drip point.

Through this sophisticated irrigation network, liquid fertiliser can be directed to specific areas of the estate and careful control can be maintained over flowering and fruit ripening.

But perhaps the biggest innovation used on the estate is the advanced mechanical harvester. Only two other companies, both in Brazil, use similar developments.

The harvester uses a shaker system consisting of two agitators with fibre-glass fingers to gently strip the ripe coffee berries from the trees.

The machines also strip the pulp from the berries which is returned to the ground under the trees for mulch while the beans are collected at the end of each row of trees for processing and storage.

Dick and Nat Jaques are the first to apply modern technology to coffee farming in Australia to re-establish a coffee industry and produce the first local coffee crop for more than 50 years.

Coffee was first grown in Australia around the turn of the century with around 150 acres planted with coffee mainly in Kuranda, Bingel Bay and Buderim areas.

The two brothers grew up on their parents coffee farm in Tanzania, East Africa and this long association with coffee farming has allowed them to improve the old systems used, and add innovations of their own.