

Townsville  
Bulletin  
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## Price rise good news for coffee growers

One of North Queensland's leading coffee growers yesterday said that the predicted price increase for imported coffee was good news for the domestic industry.

Mr Nat Jaques of Jaques Brothers' Coffee, Mareeba, said Australia annually imported more than 30,000 tonnes of coffee.

He said the first crop of any consequence was one of about 100 tonnes he expected his own trees to yield sometime within the next three months.

Mr Jaques said that as Australia was primarily an instant coffee market, he would be selling his product as a liquid concentrate.

He said there was only a poor market for fresh grounds.

Mr Jaques and Malanda Milk joined forces yesterday to launch a completely-Tablelands product, Iced Coffee Milk using Malanda milk and Mareeba coffee.

Mr Jaques said promotions for the product were taking place this week in Townsville, Darwin and Mount Isa.

"For the last two years we have been working on a process of concentrating the extract of coffee.

"Malanda Milk was the first of our sales thrusts for marketing the concentrate, our second is to penetrate the office coffee services.

"Meanwhile, pure coffee extract is available in two litre bottles from Townsville-based company Classic Coffee".

## A coffee storm brewing!

An estimated 800,000 coffee percolators are cranked up daily in a country which increasingly favours coffee over tea. Until now, coffee beans have been imported from such countries as Colombia, New Guinea and Ghana. However, an Australian enterprise is setting out to prove to the country that the best coffee is not only home-brewed but home-grown.

For the first time in 50 years, locally grown beans, from a farm run by two brothers near Mareeba, in



far north Queensland, are being marketed in Australia. Dick (above) and Nat Jaques, who grew up on their parents' plantation in Tanzania, have applied modern technology to a new industry and come up with a formula for success. The brothers use hydroponics and innovative machinery to eliminate high labour costs and climatic variables, and roast, grind and package the beans themselves to ensure freshness for their label, which was established five years ago.