




THE A S WILCOX GROUP OF COMPANIES

Growing with passion and pride



The Wilcox Group of Companies grow, pack and distribute fresh produce for domestic and export markets.

Growing activities are based in Pukekohe, Ohakune and the Waikato with packing and distribution facilities operating from Pukekohe, Levin and Rakaia in the South Island.

Specialised production of potatoes, onions, carrots and persimmons occupies over 2500 acres throughout these regions.

Companies within the group are privately owned. The Wilcox family's association with vegetable growing in the Pukekohe region goes back to the early 1930's.



The A S Wilcox Group of Companies

A S Wilcox and Sons Limited

Southern Fresh Produce Limited

Plains Produce Limited

Potato Supplies Limited

potatoes

Wilcox run an extensive crop improvement programme to ensure popular and new varieties are available through the growing seasons for both fresh market supply and processing.

Varieties are continually evaluated to ensure consistent quality standards in taste, texture and keeping properties.



onions

Wilcox onion production is centred around export requirements. Types grown include brown storage, red and mild, with a wide range of varieties used. The crop is grown in the Pukekohe and Waikato regions.



carrots

Carrot varieties are selected for taste and consistency and grown in Pukekohe and Ohakune to ensure year round supply.



persimmons

Persimmons are grown in Wilcox orchards around Pukekohe. An integrated packing and distribution process serves key export and domestic markets.

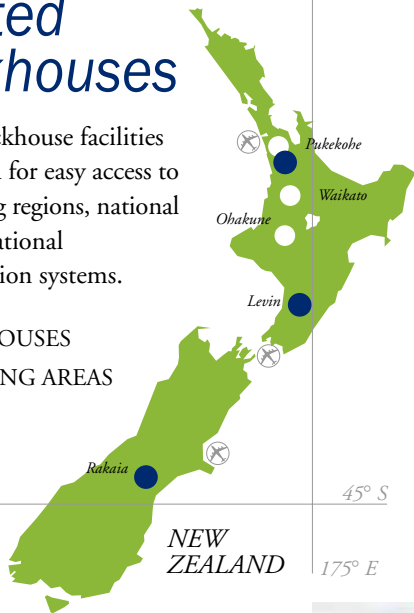


Growing with passion and pride.

strategically located packhouses

Wilcox packhouse facilities are situated for easy access to the growing regions, national and international transportation systems.

- PACKHOUSES
- GROWING AREAS



growing to meet customer demand

Large growing and packing capacity, and keen marketing skills means buyer contracts can be negotiated and met with a guarantee of sustainable supply.



Sustainable supplies are possible from 2500 acres of croplable land across 4 regions.

Wilcox work proactively in the trade and retail market place to identify trends and opportunities seeking ways to present their produce according to current customer demands.

strong export

Southern Fresh Produce Limited is the export division of the Wilcox group. They have developed strong relationships with key customers for onions and persimmons.

A mature and innovative infrastructure forms the framework for crop growing, packing and distribution, enabling the company to market produce globally.



Persimmon export shipments bound for Japan. Onions are exported in bulk containers.



transport

Wilcox operate a range of vehicles to efficiently move produce from fields to packhouse to supermarket.

Wilcox maintain their own fleet of transportation.

harvesting & handling technology

Automated machinery is employed by skilled operators in the fields to ensure produce reaches the packhouses in prime condition.



Modern machinery makes for efficient harvesting.

Packhouses are equipped with efficient cleaning, grading and packing equipment enabling orders to be processed on time.



Packhouses are ergonomically set up to handle large volumes.

Orders for supermarket chains can be met within twenty four hours.

quality staff

The Wilcox family and management team recognise the vital part their employees play in the success of the business. They encourage a culture of trust, respect and fairness, which filters through every facet of the business and their dealings with business partners. A goodwill permeating into surrounding rural communities.



Quality control during cleaning and grading.



exclusive brands

In association with major customers, Wilcox develop unique marketing strategies and exclusive brands to assist with fresh produce presentation and sales within retail networks.



strong relationships

Wilcox is a company committed to long-term relationships with the land they use, the customers they supply, their staff and the local community.

They have a passion and a pride in all they do, seeking to sustain their reputation of quality and long-term performance.



Sustainable growth for 70 years.

The Wilcox family has grown vegetables in the Pukekohe area of New Zealand since the early 1930's.

In 1954 A S Wilcox and Sons Limited was incorporated growing and marketing potatoes and onions.

Today a third generation of the Wilcox family are actively involved in the business.

They manage a production base of 2500 acres, 120 permanent staff and a group of specialised companies constituting the Wilcox group.



Potatoes being harvested and bagged by hand in the 1940's.



Packing onions for export orders in the early 1970's.



Two generations of the Wilcox family inspect potato growing fields at Pukekohe.



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