



TAFCOTM

THE FIRST 30 YEARS

A Chronicle of the establishment and history of the
Tobacco & Associated Farmers Co-operative Ltd trading as
TAFCO Rural Supplies 1987 - 2017

Written by David Pollock, Founding Secretary and Kerry Murphy Secretary



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TAFCO
RURAL SUPPLIES

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Acknowledgments:

* Black and white photos Myrtleford & District Historical Society Inc., and its “Tiff Rayner Collection”



TAFCO
RURAL SUPPLIES

TAFCO the first year...

The 1987 tobacco leaf harvest was under way.

There was nothing special about the day, bright, sunny, in a sense bustling along as the tempo of the harvest started to build.

The phone rang Tobacco Growers I answered. Alan here, can you meet me for a coffee across at say at 10, I've got something to tell you.

I was the General Secretary of the Tobacco Growers of Victoria Ltd (TGVV), a position I'd held since November, 1980. Alan Milne was the Myrtleford Branch Manager of a leading pastoral house, Dalgety Farmers, which was not only the major supplier of consumables to tobacco growers but the parent company was the Tobacco Leaf Marketing Board's (TLMB) agent responsible for the end of season sale of the tobacco leaf to tobacco processors.

We had got to know each other pretty well. We often talked about maintaining the supply of consumables to tobacco growers at competitive prices, looking for opportunities that might come along to achieve that goal.

We sat down; ordered a cappuccino. Alan looked across the table and said I've bought the Porepunkah Store, I finish up with Dalgety's on 1 July. As I have told you before, the Branch is hardly profitable, they might think of closing it down when I go.

We both knew the dangers of that, especially for the people I represented.

We had at various times conversations about the feasibility of the tobacco growers running their own supply facility but realised in the current climate that really was not practical.

Do you think TGVV could franchise the branch, take it over and run it? He asked. Well, we have sort of thought about that haven't we, I'd say yes but how would that sit with Dalgety's? I could ring Kerry O'Connell (State Manager) and ask him; organise a meeting and have a talk about it. Yes do that I responded as the thinking cogs started to wind.

So I worked on a 'plan'. We would initially need to keep the idea confidential. Then we would need to get the support of the TGVV Membership, not the least financially, need to involve the general farming community, need a structure and above all need to get the support of Dalgety Farmers to grant the franchise, in itself a first, but a vital supply link for the bulk of consumables used within the industry.

In the next few days the 'plan' jelled in my mind. I quietly got three of the TGVV Directors – John Muraca (the Chairman), Colin McCormack (Deputy Chairman) and Allan McGuffie (Jnr Deputy Chairman) together and we talked about it. They could see the need to look at what we could do, the need to keep ideas close to our chest until we were in a position to take the next steps forward. Even within the TGVV there were individuals with supply links to growers; there were relatives of Directors involved with the other pastoral house which had a branch in the town.

A couple of days later Alan Milne told me he had spoken to Kerry O'Connell who was open to the franchise idea and suggested that we should go to Melbourne, meet him and talk over the prospects.



VICTORIA

Co-operation Act 1981

Certificate of Incorporation

This is to Certify that


THE TOBACCO & ASSOCIATED FARMERS CO-OPERATIVE LIMITED

is this day incorporated as a Producers Society
under the above-named Act.

Given under my hand and seal at Melbourne this

seventeenth day of June 1987

D. F. Henry,
Acting Deputy


Registrar of Co-operative Societies



The four of us – John Muraca, Colin McCormack, Allan McGuffie and I – quietly drove to Melbourne, met with Kerry O’Connell and came away with an in principle agreement that the TGVL would form a Co-Op, take a franchise of the Myrtleford Branch of Dalgety Farmers, continuing to trade as Dalgety Farmers, lease the premises and continue supply arrangements as normal Dalgety Farmers Branch. We would install our own Manager.

The next hurdle was finance. We thought we would need at least \$150,000 in trading capital. The TGVL did not have that money; we could not confidently expect the tobacco growers, the quota holders, to dip into their pockets and come up with that sort of money either. But the TLMB had that sort of money, and more!... but it was a State Government statutory board and it could not be expected to finance the operation.

Then again, the money it held was ‘grower’s money’. The idea struck me that if the TLMB was to make a ‘disbursement of surplus funds’ to growers, which would be proportionate to their quota holding/tobacco leaf sales of recent years, then this money could be directed towards the co-operative... growers could use the money to buy shares in the co-operative from this disbursement, the co-operative would have the money and with a talk to the bankers of both the TLMB and the TGV, the ANZ Bank, we could be assured of trading funds.

Well, you better go and have a talk to Angie my three colleagues, not as confident as I was in the idea, said to me.

So on a Saturday afternoon I drove over to Tawonga and met Angie Rigoni. Angie was a substantial tobacco grower in his own right, growing in partnership with his brother Don, but he was also the Chairman of the Tobacco Leaf Marketing Board.

We walked up the paddock, he needed to move some sprinklers. In the rows of tobacco I outlined the proposition. I asked him if he could get the Board to agree to a disbursement of surplus funds to growers who we could ask to use at collateral in the buying of shares in the proposed co-operative. In effect, the grower would not see the money, they would sign the money over when they bought their shares and on the designated day the disbursement of funds was to be made, the money would just pass across to the co-operative; and for those who did not purchase shares, then their money would just go into their bank.

He listened, he made no out-right commitment but I could sense he fully understood the whys-and-wherefores of forming the co-operative, taking the Dalgety Farmer franchise and the proposition for funding the co-operative. There was no question that the Board didn’t have the money, it had not made a disbursement for some years. He did make the commitment to discuss the matter with other Board Members, and the General Manager, Eric Meeking.

I drove back to Myrtleford confident enough to keep building the whole project in my mind.

The four of us discussed project on a pretty ad-hoc basis, all quite confidentially but developing plans that we would put to the whole of the Directors of the TGVL at the appropriate time.

It didn’t take long to get the phone call that the Board would agree to a disbursement of funds to quota holders. We had a hope we could raise near \$200,000 from the initial issue of shares which was to be made on the basis that tobacco growers would purchase, 40 one dollar shares per 1,000kgs of quota held. For non-tobacco growers we would have a minimum of 250 shares to join, in effect \$250.

The time came to spell out the whole plan to the Directors of the TGV. They gave it their endorsement. The next move was to get the support of the growers, the quota holders. We called special grower meetings and out lined the proposals.

We had the documentation all drawn up for them to join, sign over their funds to shares and in cases where they might now have enough disbursement due to quota increases, or were new quota holders, or even not tobacco growers, they could buy shares and join.

Solicitors Nevin Lenne and Gross headed us in the direction of an appropriate law firm to draw up the franchise agreement; we met the ANZ Bank and secured its support, we advertised for a Manager.

The TGV. nominated the Directors who held their formation meeting on Tuesday, 16 June, 1987 – Loris Brandellero, Mrs Julie Carrol, Bruce Diffey, Allan McGuffie, Colin McCormack, John Muraca and Trevor O'Keefe. I was formally appointed Secretary and formally tasked with overseeing the Co-Operative administration. Peter McIntyre was appointed Manager.

The Myrtleford Times
And Ovens Valley Advertiser

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Tobacco growers to begin merchandising

Mr Pollock

The Ovens & Murray Advertiser, Monday, June 22, 1987—5

A bold new approach to growing rural merchandise, the Tobacco Growers of Victoria Limited (TGV), has announced the formation of a co-operative which will from July 1987, take a franchise on Dalgety Farmers Limited's Myrtleford branch.

The move was announced in Myrtleford by the Chairman of the TGV, and newly elected Chairman, Mr John Muraca, and other directors, Mr Colin McCormack, Mr Bruce Diffey, Mr Allan McGuffie, Mr John O'Connell, Mr Trevor O'Keefe, Mr Loris Brandellero, Mr Mrs Julie Carrol, Mr Peter McIntyre, Mr David Pollock, General Secretary of the TGV.

The co-operative, formed on Monday, June 11, was formally registered on Wednesday, June 17, 1987. It will be open to membership by any person involved in tobacco growing.

"While being sponsored by the TGV, and acknowledging that tobacco growers will provide the bulk of membership and finance to the co-operative, we are very conscious of the wider rural needs of the area, not just the tobacco growers but also the other rural crops."

"This has been recognised by the TGV, and the co-operative will be open to all growers on the Board of Directors," Mr Muraca said.

Myrtleford accountant, Trevor O'Keefe, who farms blueberries and other crops at Whately, and Mrs Loris Brandellero, who farms and respects in the farming industry, have been elected to the co-operative's first board.

Other directors are Mr Muraca, Colin McCormack (Deputy Chairman), Loris Brandellero, Bruce Diffey and Allan McGuffie. The Secretary of the Co-operative will be David Pollock, General Secretary of the TGV.

The directors all are acting in an advisory capacity.

The directors have appointed Mr Peter McIntyre of Myrtleford as Merchandising Manager. The present Dalgety Farmers Limited Manager at Myrtleford, Alan Miller, retires on July 1 to take up other business interests.

The General Manager, Victoria of Dalgety Farmers Limited, Mr Kerry O'Connell, who visited Myrtleford recently to finalise arrangements with the Co-operative.

Directors said Dalgety Farmers Limited is delighted with the move.

"We believe this will provide an even greater opportunity to work closely together to support the merchandise needs of the district," Mr O'Connell said.

Mr Muraca said discussions on the proposals have been going on since April. The move to form a Co-operative was taken after legal advice on the best means to structure the operation.

"A Co-operative is the only means by which a rebate can be made to shareholders (members) on purchases free of tax. There are also government which allow any dividend paid to shareholders to be tax free in the hands of the Co-operative."

"Additionally, we are advised that to comply with the Trade Practices Act, a Co-operative is the only means of allowing a differential in price for goods sold to shareholders compared to non-shareholders," Mr Muraca said.

The growing concerns in the tobacco industry on the continuity of supply of specialist goods and services "not tomorrow but five and ten years ahead" and the need to be able to secure these supplies at a fair market price were the two main reasons for the industry to move towards merchandising, he said.

"This new venture should not only secure supply of goods for tobacco growers but also for emerging crops of the district, such as blueberries, while at the same time providing them at fair market prices."

"We are not promising a price, undercut the market, in longer term this will not be anybody. However, what profit arises from the venture will be returned to shareholders at through a dividend on shares rebate on purchases," he said.

The Co-operative aims to raise \$200,000 through a share in which tobacco growers will be based on their quota size at the of forty \$1 shares per cent of 1000kg of quota and for tobacco growers, a minimum 250 \$1 shares.

The Tobacco Leaf Marketing Board is advising quota holders in Myrtleford, on July 29, 1987 make a disbursement of any funds which will average \$100 more than \$40 per tonne of quota.

Consequently, tobacco growers will be able to submit a claim of funds from the Board disbursement to the Co-operative in effect not having to "dip their pockets" to join.

Membership application for extract of rules and general information to the Co-operative available at Tobacco House, 79 Myrtle Street, Myrtleford. It also be made directly to tobacco growers and farmers.

Strong Support For Launch of Farmers Co-Op

There has been strong support for the Tobacco and Associated Farmers Co-Operative Limited launched a week ago.

Up to last Friday afternoon, 79 applications for shares for a total value of \$75,000 had been lodged at the Co-Operative's Office at "Tobacco House", Myrtleford.

The Co-Operative aims to raise \$200,000 in capital from \$1 shares which will be mainly raised from tobacco growers in the King, Ovens, Buffalo and Kiewa Valleys. The share issue has coincided with a decision by the Tobacco Leaf Marketing Board to make a disbursement of surplus funds to on-going tobacco growers on 29 July, 1987.

Many growers are using this disbursement to purchase their shares in the Co-operative. The disbursement is being made on the 1981, 1982 and 1983 seasons.

Anybody engaged in "farming operations" is eligible to join the Co-operative which from next Wednesday, 1 July, 1987, takes a franchise on the Dalgety Farmers Limited Myrtleford Branch. It will then trade as Dalgety Farmers Myrtleford.

The store will be officially opened next Saturday morning at 11.15 a.m. by the Chairman of the Tobacco Leaf Marketing Board of Victoria, Mr Angus Rigoni, in the presence of Mr Kerry O'Connell, General Manager - Victoria of Dalgety Farmers, Dr Blair Hunt, Chief Executive of the Tobacco Institute of Australia and other industry firms.

BBQ will follow the opening.

Mr Peter McIntyre of Myrtleford has been appointed merchandising manager and Mr John Costantino as Field Representative for the Co-operative.

Meantime, anybody seeking membership of the Co-operative should contact the Co-operative secretary, David Pollock, at "Tobacco House", 79-81 Myrtle Street, Myrtleford, phone (067) 521522.

We commenced trading as Dalgety Farmers Myrtleford on 1 July, 1987.

Angie Rigoni, as Chairman of the TLMB, was invited to official opening conducted on Saturday, 4 July, 1987.

We organised a BBQ and a 'trade raffle' – two tickets on the next Mareeba Tobacco Growers Study Tour.

Dalgety Farmer General Manager Kerry O'Connell was present as was Roly Woodcock, the State Merchandising Manager for Dalgety Farmers, John Barnes Manager Albury Branch, Roger Matherson Stock Manager Albury/Wodonga and Barry Hill, Manager, Wangaratta Branch.

Other guests included:

- Cr Ila Trearlor, Shire President, Shire of Myrtleford
- Mr Eric Meeking, General Manager TLMB
- Joe Miot representing Philip Morris
- Barry Paulsford representing WD & HO Wills
- Mr John Moore representing Rothmans
- Mr Ewan Cameron MHR
- Hon David Evans MLC
- Mr Don Walpole VFF Ovens Valley Branch
- Cr John Orton representing the Shire of Beechworth



It might sound trivial but it was a 'big thing' at the time was to replace the aging Telex service with a Facsimile machine, something 'new' in the Dalgety Farmers operation as a whole! A lot simpler and less expensive to operate, and today what 30 years on, a system hardly in use, superseded by the internet.

There was immediate acceptance of the business by both tobacco growers and the general farming community with turnover increasing. As reported in his first annual report, Manager Peter McIntyre reported an increase in stock lines to meet customer needs. The greater attention to 'on farm' liaison and services was also reflected in support of the operation and increased membership.



110 at farewell for David Pollock

110 people attended a special farewell function for retiring Tobacco Growers of Victoria Pty. Ltd. Secretary, Mr David Pollock, on Friday night.

Held at the Savoy Club, the function brought growers, representatives of the cigarette companies and people David had met through his active community involvement together.

Many apologies were tendered.

TGV Chairman, Mr Colin McCormack, said David had earned - and received - much respect and admiration during his time in Myrtleford.

He had always fought for a strong industry, holding the view that a united industry was a strong one.

"We are all indebted to him for his work in this particular area," he said.

It was David who had started the study tours to Queensland, a move which had further strengthened the industry.

Cr John Carroll spoke of David's association with the Victorian Farmers Federation.

"When we were looking for numbers to fill buses for the Farmers Marches in both Canberra and Melbourne David was there, helping every way he could," he said.

Myrtleford Times, Wednesday, July 13, 1988 - 3.

A black and white photograph showing two men. On the left is Mr David Pollock, and on the right is Mr Colin McCormack. They are both wearing suits and ties.

Mr Phil Francis, of Phillip Morris, said David's assistance and support had been valued by his side of the industry.

Mr Angelo Rigoni, a member of the TGV and the Tobacco Growers of Australia, also spoke.

David was then presented with a leather attache case and a pen and pencil set.

In responding Mr Pollock wished the new secretary, Miss Kerry Murphy, every success.

David joined the TGV on November 17, having previously had a diverse and interesting work record.

This had included a spell as an apprentice printer, time spent as a policeman with the Northern Territory Police Force and a brief spell in the Northern Territory Legislative Assembly.

He has been actively involved in Myrtleford's community affairs as a member of the Tobacco Hops and Timber Festival Committee, Rotary Club and, for the last 12 months, a member of the Shire Council.

A special guest at Friday night's farewell was Mr Lou Lieberman, Member of Benambra.

Picture: Mr Pollock being farewelled by Mr Colin McCormack, the Chairman of the Tobacco Growers of Victoria at last week's function at the Savoy Club.

1988 - 2017

In July, 1988, David Pollock left Myrtleford to accept a position in Adelaide with Ms Kerry Murphy assuming the role of General Secretary of the TGVV and Secretary of TAFCO, the latter position she still holds today.

The early days showed great enthusiasm and support by Members and the public.

Perhaps there was some over-confidence in performance which unfortunately displayed itself in the second year trading in which a discrepancy in accounting methods revealed itself which had the potential to financially ruin the good intentions of the Co-Operative.

However, the Directors quickly took appropriate actions which stabilised the situation and in the longer term, strengthened the structure of the organisation.

There needed to be movement away from Dalgety Farmer Limited which included the adoption of a 'local' account system achieved by leasing a computer from the TGVV to allow earlier posting of monthly accounts, one benefit being prompter payment of accounts and thus lowering the loan facilitate saving interest and accounting fees. A tighter control of stock was imposed and later a change in Manager with Mr Tony Vaccaro assuming the role.

Expansion in new pursuits like emu farming, deer and wine grape growing, greater support turned to TAFCO in turn placing greater stress on the need for capital growth. This was in part achieved by the issue of bonus shares to Members in lieu of a cash dividend, in fact, in 1990-1991 a combination of returning profits to Members.

During the year John Muraca stood down as Chairman with Colin McCormack stepping up from Deputy Chairman. Bruce Diffey, a foundation Director retired. Earlier, another foundation Director Trevor O'Keefe also retired and was replaced by Graham Hughes.

Within 5 years the turnover had increased to \$1.75million with strong profit. TAFCO's logo designed by Dianna Orton was adopted - reflecting the key industries of tobacco, hops, wine-grapes and cattle.

The combination of independent thinking and outside influences like the acquisition of Gippsland and Northern by Dalgety Farmers Limited, and then later the acquisition of Dalgety Farmers into Wesfarmers Dalgety resulted in significant changes in the wholesale supply lines and the supply of goods through TAFCO to the former G&N direct merchandise customers. The Franchise Agreement was revised on more favourable terms for TAFCO.

On the down-side, it was the beginning of a period of tobacco quota reductions which had the potential to limit growth opportunities. However, with the greater use of TAFCO by people involved in the wider agricultural field, this did not happen. Growth continued.

A major step was the purchase of the Dalgety Farmers Limited property by the TGVV in 1993. The property was eventually acquired by TAFCO following the tobacco industry's deregulation and consequently the winding up of the TGVV.

Tobacco quotas for 1993-94 saw a cut of a further 30% which not only had the potential of a strain on trading but more so on the finances of producers. Consequently, it was decided to return to a cash rebate dividend payment from profits to Members rather than a rebate and bonus share issue; the Members were in need of any financial support they could get. It was a reflection of their loyalty to TAFCO as well.

The Board recognised also it could play a part in the horticultural development of the region which in turn would enhance the viability of TAFCO.

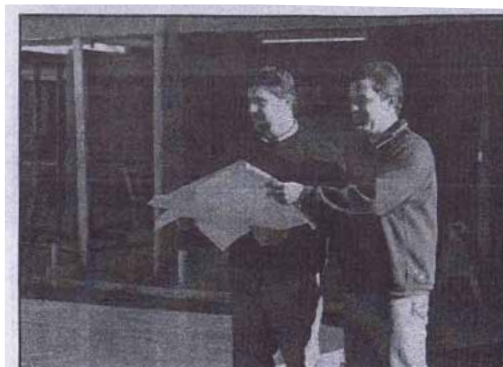
Together with the TGVL, the Ovens Research Station and the Wangaratta Regional Development Corporation it pursued this objective forming Alpine Produce as a vegetable growers group. The Wangaratta Regional Development Corporation funded the employment of Cyril Ciavarella as group co-ordinator, the groups other activities were funded through membership fees and marketing levies.

TAFCO was also keen to support the expanding local wine grape production with Cyril again the liaison between wine grape growers and TAFCO. This involvement secured both new Members and increased turnover.

On the 30 June, 1995, TAFCO ceased its franchise agreement with Dalgety Farmers and the following day began trading as TAFCO Rural Supplies. However it maintained its relationship with Wesfarmers Dalgety's wholesalers RDL based in Shepparton. The Director's belief this would offer better business growth and profits proved correct.

The next significant step in development came with the purchase of 215 Myrtle Street, Myrtleford. The site was redeveloped with trading from the location commencing 1 July, 1998.

Continued growth required additional storage space and 231 Myrtle Street was purchased in June 2000 with a storage shed built soon after.



MYRTLEFORD: Construction of the new \$450,000 Tobacco and Farmers Co-operative headquarters has commenced on the Great Alpine Road. The new building, to be completed by September, will include 80 percent more space and offer clients a more convenient and less congested drive-through service.

In keeping with the tradition of its founding members, the building design will feature a corrugated iron tobacco kiln on the front facade. An enlarged Tafco logo will also be prominent at the entrance of the building designed to complement Michellini's Winery next door.

Successful tenderers for the project were Town and Country Dwellings and TJD Engineering. Pictured are TAFCO manager Tony Vaccaro with Town and Country Dwelling's Ernie McDonald discussing plans for the new \$450,000 building.



TAFCO also successfully obtained funding for the construction of coolroom facilities suitable for vegetables in its continuing support of development of alternatives to the tobacco growing sector.

Issues like the potential 'millennium bug' were address with the purchase of a new computer system to also prepare for the introduction of the GST.

A website was developed – www.tafco.com.au with a fresh new look for TAFCO

In true community co-operative spirit, TAFCO also co-ordinated Farm Chemical User and Refresher courses, GST for Farmers Seminars, forklift licensing and the new Hazardous Substances legislation, all issues with impacts on Members.



Recognising the need for future leaders, the Board implemented an Observer Director category inviting Paul Dalbosco and Joe LaSpina as initial participants. Privy to the full Board process but non-voting, both Paul and Joe, and others to follow including Angelo Grassi, Lachlan Campbell, Walter Sartori, Guido Cossignani and Dan Ivone, all who have stepped up to become Directors as retirements occurred.

TAFCO also supported the High School work experience program and took on a part time trainee through the apprentice in the school program providing Saturday morning and school holiday employment.

The continued participation in arranging training courses covering issues of chemicals, occupational health and safety, the GST and first aid were recognised across the broader industry with TAFCO being awarded the Agsafe National Excellence Award in 2002.

It also won the drumMUSTER Reseller Award for its contribution and support of the drumMUSTER program, a national program aimed at collecting and recycling non-returnable crop protection and on-farm health containers.

Turnover continued to grow. In the 2001-2002 financial year, turnover was in excess of \$3.5m. The other growth factor was membership with new applications for Membership being received on a regular basis. Then in 2004-2005 turnover took a significant jump to more than \$4.4million with the transfer of the Incitec/Pivot fertiliser sales being transferred from direct accounts with the fertiliser company to TAFCO Rural Supplies accounts.



To assist Directors in addressing future issues, two significant study tours were made. June, 2004, the Chairman, Manager and Secretary went to Kununurra, northern Western Australia, the centre of the Ord River project meeting representatives of the Ord River District Co-Operative which services an even wider range of primary production than in North-East Victoria.

This was followed by a visit to Mareeba, North Queensland where the Secretary, two Directors, the Mayor and CEO of the Alpine Shire met with Directors of the NQ Tobacco Growers Co-Operative, operators of TGT Hardware, Mareeba, and other civic leaders to discuss issues around the closure of the tobacco leaf growing industry in the district.

The October, 2006, decision to close the tobacco growing industry had a immediate and devastating affect on the organisation.

The 2004-2006 turnover was \$4.8m of which \$2.8m could be contributed directly to the tobacco growing sector.

Not only did it drastically reduce turnover but also left the co-operative with some \$200,000 value of specialist tobacco growing merchandise. However, negotiations with the tobacco houses, they undertook to acquire at cost and export the merchandise to overseas tobacco growing regions.

The Directors took immediate and positive steps to ensure the continuing viability of the co-operative along with supporting the tobacco growers in what would be a most significant transition in farming activities.

TAFCO emerged as a leader in the economic recovery receiving major support from the Alpine Shire, the Rural City of Wangaratta and the AlpsValleys Agribusiness Forum and was a key organisation in the Post Tobacco Action Group.

TAFCO won the Best Retail Business in the Alpine Shire's Business and Tourism Awards which in part recognised the work in addressing the issues confronting the whole community through the closure of the tobacco growing industry.



The pro-active activities of TAFCO, not the least by its staff, not only saw a forecast trading loss for the year not eventuate but also saw a still drastically reduced turnover higher than had been anticipated. However, it has taken another 10 years to return turnover to the levels of 2005-2006.

TAFCO was able to attract funding to employ Gary Baxter as a Project Leader under the management of the TAFCO's Secretary to bring a range of speakers to the region to stimulate on-farm activities.

From late 2007 through 2008 these included maize production, prospective farming systems, vegetable nutrition, quality assurance in vegetables, blueberry and raspberry information, hydroponic and greenhouse production, Lucerne production, cut flower opportunities and general opportunities in the north-east river valleys.

This support no doubt contributed to the level of loyalty by TAFCO customers across the region, a contributing factor to the decision of the Directors to continue its free delivery policy which had been recognised of real value to Members outside the immediate Myrtleford area.

While the dynamic changes in tobacco growing occurred, other factors hit the region hard as well. Drought followed by the Black Saturday Bushfires, the resultant on-going smoke haze also took a toll. TAFCO participated in two field days post bushfires covering fencing and pasture recovery. TAFCO was supported by the Myrtleford Lions Club to obtain a pneumatic star post driver mounted on a trailer which was stored at the TAFCO yard for use when fencing items had been purchased.

At the Annual General Meeting for the 2008-2009 financial year, held on Thursday, 11 February, 2010, two of the foundation Directors, Colin McCormack, who had served as Chairman the past 21 years, and Mrs Julie Carroll retired. Another of the foundation Directors, Allan McGuffie, who had acted as Deputy Chairman for a number of years, assumed the role of Chairman.

The re-building of TAFCO following the closure of the tobacco growing industry continued. TAFCO strengthened its relationship with Phil Ash Elders Insurance and his team moving into the TAFCO building in 2009.

TAFCO became even a greater farmers trading co-operative along with often being the 'go to' organisation having been successful in attracting a number of government grants and providing relevant workshops to new and existing agricultural industries. Within its governance it established a number of sub-committees to further explore options to grow and improve business and service. These covered finance and governance, special projects and water, always an issue in the valleys environment.

TAFCO was represented at the State Government Murray Darling Basin Consultative Committee and made submissions to the Murray Darling Basin Authority.

TAFCO arranged opportunities with the Rural Finance Counselling to Cultural and Linguistically Diverse clients and the Rural Skills Connect program. It continued to facilitate training within the various AgVet Chemical courses, Freshcare Quality Assurance and Fodder care.

The 25th year of trading saw several developments, perhaps the most significant being the closure of Murray Goulburn Trading in Myrtleford resulting in not only a move of their client base but a number of new members, 34 for the year taking the core membership of TAFCO to around 500.



In this period four weather stations were established in Myrtleford, Porepunkah, Coral Bank and King Valley. Partnered by Goulburn-Murray Water, Dept. Primary Industries, North East Catchment Management Authority, the Alpine Shire, Rural City of Wangaratta, King Valley Vignerons and Ito En, TAFCO's online real time weather data website was launched. Additional funding was later secured from Woolworths/LandCare, adding two more weather stations in Whorouly and Beechworth.

Another was added in Rosewhite due to community funds being raised from the Into Our Hands Community Foundation, NECMA, Alpine Valleys Vignerons, CFA and local Landcare group. Most recently Talgarno has joined the network which is privately operated. The website averages over 40,000 hits per month and has in excess of 2,000 unique users proving to be a valuable resource to the region provided by TAFCO.

TAFCO also retained the services part time of Gary Baxter through support from the Australian Alpine Valleys Agribusiness Forum, Chestnuts Australia and Horticulture Australia running two projects "Improving Biosecurity Awareness in the Australian Chestnut Industry" and "SmartChoice III". These programs like many other benefited members as well as the wider agricultural community which in turn provided trading opportunities for TAFCO.



TAFCO became a founding member of the Australian Independent Rural Retailers (AIRR) which had the flow on effects of access to new products and thus business growth. Of equal importance is that the asset value of the AIRR shares has markedly increased.

TAFCO was again winner of the Alpine Shire Business and Tourism Award in 2013 and 2015 and the recipient of several windmills from the AIRR buying Group and in 2017 was the Victorian store of the year receiving the prestigious Gold Windmill



One of the strengths of TAFCO through its whole period of operation has been the free delivery service to farm. Over the years the vehicles used for this have grown just like the business. TAFCO's first truck was small 3 tonne truck purchased in 1990, upgraded in 1995 to a 4.5tonne, then again in 2003 to a 6.5 tonne and in 2012 an even larger capacity truck was acquired to meet the regional delivery service. - this is TAFCO's 12 tonne current truck.



TAFCO also sourced funds to investigate an Accredited Farmers Market for Myrtleford, and then acquired start up funds which saw the first Myrtleford Farmers Market commence in September 2016 with a diverse group of stallholders.

The market has grown in strength and is true to the accreditation process only allowing producers and value adders of local product to participate.

Monday, 10 October 2016 HOUSE OF REPRESENTATIVES 148

SPEECH

Date	Monday, 10 October 2016	Source	House
Page	148	Proof	Yes
Questioner		Responder	
Speaker	McGowan, Cathy, MP	Question No.	

Ms McGOWAN (Indi) (16:16): Colleagues, I would like to tell you about north-east Victoria and our food and wine. I know some of you have been there, and you know how wonderful it is. I had the great pleasure on Saturday, 24 September of being at the first ever Myrtleford Farmers Market. It was a fantastic day. Over 500 people packed the heart of the plaza. The heart of Myrtleford was just abuzz with markets, people and wonderful food. The sun shone, and we had a really wonderful day.

I would particularly like to acknowledge Regional Development Victoria. Thanks for the support that you give us right across the farmers markets, particularly in Indi. To the Alpine Shire, we could not do it without your support and all of your staff. To the Myrtleford Chamber of Commerce and Industry, you make things happen. We really appreciate what you do. To the philanthropy section—to the Into Our Hands Foundation—that little bit of money goes such a long way and makes such a difference. To all of the agriculture businesses and businesses in the Ovens Valley for turning up in such numbers. I would particularly like to acknowledge and pay homage to Kerry Murphy. Through your work with TAFCO, we know that you are the heart and soul of so much that happens in the Ovens Valley. Thank you for the work.

Also, I would like to acknowledge and bring to the attention of my colleagues some of the fantastic cooks that we have in north-east Victoria. There is very special person from Bright's Simones. To Patrizia Simone, thank you for coming on the day, thank you for doing the cooking demonstrations and thank you for inspiring us to know what wonderful food we have in the north-east. *(Time expired)*

The DEPUTY SPEAKER (Mr Broadbent): Is there a plaza in Myrtleford?

Ms McGowan: Absolutely.



In a short time it has received great reviews from food writers and has a following of over 1,000 on Facebook, is a highlighted event within the Alpine Shires Calendar of Events and has even had a speech in Federal Parliament.



HAPPY BIRTHDAY:

Myrtleford Farmers' Market celebrates its first anniversary on Saturday – a year since it opened with the guidance of TAFCO's Kerry Murphy, food forager and cook Franca Norris and Tony Vaccaro. The market in Myrtleford piazza will feature a demonstration of 'mulling' wine made from Alpine Valleys Vignerons' wine, Snowline Stanley apples and Sapunars' oranges, Molly's Dream will provide entertainment and Myrtleford Agricultural and Pastoral Society members will be promoting the Myrtleford Show. Alpine Pooper Doopers – Porepunkah Primary School's social enterprise – will also return with stocks of cow manure for Myrtleford gardens.

A glimpse at the last 18 months between May 2016 and November 2017 shows the diversity of areas that TAFCO has been able to deliver to the farming community

TAFCOTM

Farm Smart

Adoption of sustainable management practices
in the Ovens, King and Kiewa valleys

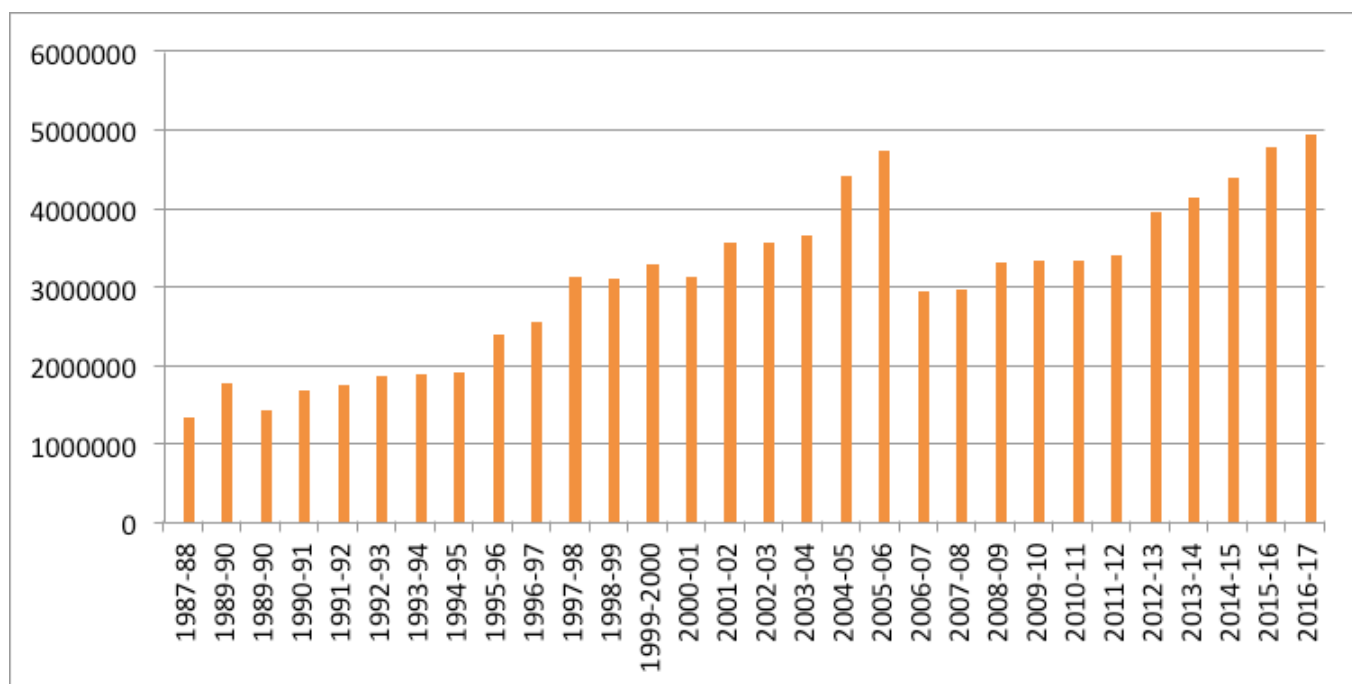


- Look over the Farm Gate Farmer Pasta Night -Succession Planning - May 2016
- Exporting for Producers Workshop - June 2016
- Understanding Soil Test Results Workshop - June 2016
- Soil Health Workshop & Irrigation - October 2016
- Online weather monitor upgrade and improved - November 2016
- Perennial Pasture Establishment Workshop - February 2017
- Ladies Melbourne International Flower & Garden Show Trip - March 2017
- Weather Tools and Resources Workshop - May 2017
- Cattle Health Workshop - May 2017
- Hazelnut Opportunities Workshop - June 2017
- Biosecurity Plan Workshops - August 2017
- ReproActive Cattle Workshop - September 2017
- Farm Energy Assessment Workshop - October 2017
- Interpreting Soil Test Results - November 2017

This project is supported with funding from the Australian Government

As use of the electronic media grew within Members, TAFCO launched an enhanced website, and electronic Newsletter and a Facebook page followed by over 500.

TAFCO Sales 1987 to 2017



List of Foundation Members - Extract from Share Register 11.06.1987 - 30.06.1987

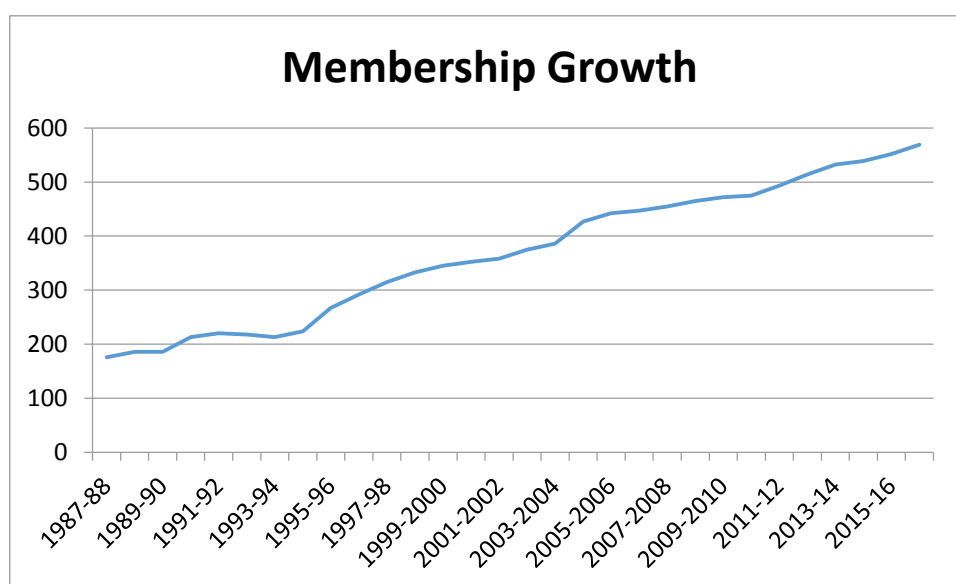
David Pollock	P + V Dussin	D.L + M + D + S.A Piazza	G.E + L Piazza
M + M + L. Brandellero	Folino + Gallo	G.M + M.C Primerano	Piccolotto + Torresan
D.J & J.N Carroll	G + S + R Gaspari	PLAYIT P/L	A + M Pizzini
Est.AD + D.E & B.A Diffey	L + A + R + K Gasparotti	C + S + D + G Sacco	A + A.J + M.G Pizzini
R.M, N.J,J.R + K.A Fleming	Francesco Gigliotti	Saccutelli + Sons	R + R Pizzini + Sons
A.L & V.A Hodgens	A + B + V + G Gioffredi	W + D Sartori	Christopher Rigoni
A & T LaSpina	D.B + W.B + K.M Harrington	P + M Scalzo	Rinaldi Agricultural Co.
Parmeson + Lorenzi	Hodgkinson Pastoral Co	E + C + P + M + C Sella	Felio Scalzo
McCormack Bros	G.J + W.R Hoffman	V + G Sgamballone	P + E Sella
McRobin P/L + Myree P/L	Rose River Pastoral	Tito Sgariglia	E + A Tombolato
W + R. Masterson + Co	S + S Ivone	B + G Stefani	Pino Toniolo
Blackbird Nominees P/L	R.D Jagoe + Sons	Victor Tomasoni	V + R.L Brizzi
Vallunga P/L	J + L King	A + M Torcaso	Brian John Carroll
G + R + J.N Muraca	F + G Laspina	P.M + S.R Traini	I + E Baveresco
M.T,T.S, C.A, + M.V O'Keefe	S + M LaSpina	A + F Vaccaro	B + R + R.M + C. Primerano
D.M+ A.A Rigoni	C Leggio + Son	Peter Verde	T.M + J.A White
Cristiano Rigoni	E + S Lupo	G + R.M Vescio	Giuseppe A Primerano
M.D,L.A, G.R + J Allan	K.H + G.K McLees	S + F Villella	Carlton Jones PTY LTD
C.K + C.I Armstrong	M + A Malekar	Malcolm Wallace	Armstrong Trading Co. P/L
Giovanna Bisinella	Barry J Mapley	D Walpole P/L	Saladene PTY LTD
Bojanic Bros.	B + G Marasco	Eric A. Weston	R + E Casagrande
A+ A. Bonacci	Frank Marotta	Archie + Les Willoughby	P + F Giudice
A + G + D.A + N.M Bonacci	Mario Marotta	M + M Zamperoni	Harold Williams
M + C Bonacci	V + M.J Masin	A + G Zanotto	Otto Dalzotto
S + C Bonacci	A + M Mautone	G + L Albace	Antonio Iaria
Charles Boyd + Son	P + G Menegon	Enzo Bonacci	Ignaccio Iglesias
Mary Therese Brewer	A.O + N. Menz	G.M + P.M + P.M Burrows	Mark Antonello
B + L Burtina	Est A + I + F Michelini	R + L Cappellari	Leo Gigliotti
G + G + S + E + P. Cabai	Horace R. Monshing	E + R + G.M + G Cavedon	Sid Dalbosco
Yurqama P/L	C + T Nero	F + A Ciccone	Reno Baroni
P + A Caponecchia	Carmelo Notarianni	L + S Faccin	Guieseppe + Maria Bettio
R. Cavedon + Co	E + M Notarianni	M + O Folino	Luigino Cappellari
A + P.D + G + V Cavedon	V + E Notarianni	M+E Gigliotti	Carmine Degrazia
Angelo Ceccanti	V + A Notarianni + Torcaso	Ugo Giovannoni	George Lunardi
G Cerminara	V + V Paglia	G + A Licciardello	L + D.M Milne Pty Ltd
Kenneth W. Clemens	G + A + P + M Palezza	J.V + J.W McCormack	E.A, A.G, B, + J.R Munari
L + G Cossignani	Antonio Paola	A + G Mancuso	K.J, L.F, E.A + E.M Richards
G + L Costanaro	N + J Paola	P + R Martinelli	Antonio Tasca
F + J Crispo	G + L + P Paola	R + L.F Martinelli	Terrence + Janet Toner
Micheal Crispo	Francesco Parisotto	F + F Martino	Vincenzo Vaccaro
P + A Gunico	G + A + R + F Parolin	Fornelo P/L	Frank Vescio
Camillo Degrazia	P,G,R,L + L Pasqualotto	D.J O'Sullivan	J + S.A Carroll
Dominic DeFazio	J.W + D.E Phillips	John Pianegonda	
J + H Dawson	W.J + D.J Phillips	Pianegonda Bros.	



Appendix B

List of Directors

SURNAME:	FIRST NAME:	Date of first appointment	RETIRED
MURACA	John	11.06.1987	02.06.2003
McCORMACK	Colin	11.06.1987	11.02.2010
McGUFFIE	Allan	11.06.1987	11.06.2021
BRANDELLERO	Loris	11.06.1987	02.04.2007
CARROLL	Julie	11.06.1987	11.02.2010
DIFFEY	Bruce	11.06.1987	02.12.1991
O'KEEFE	Trevor	11.06.1987	22.06.1989
HUGHES	Graham	02.11.1989	02.04.2007
MAUTONE	Antonio (Nino)	03.12.1991	01.06.2016
DALBOSCO	Paul	02.06.2003	
LaSPINA	Joe	02.04.2007	
GRASSI	Angelo	22.11.2007	
CAMPBELL	Lachlan	11.02.2010	
SARTORI	Walter	11.02.2010	31.01.2013
COSSIGNANI	Guido	31.01.2013	
IVONE	Daniel	01.06.2016	
HAMILTON	Bec	observer 05.06.2013	04.12.2013
WILKINSON	Peter	observer 06.04.2016	
BENDEMAN	Katrina	observer 03.08.2016	



List of Staff

Secretary:		Commenced	Finished
POLLOCK	David	11.06.1987	15.07.1989
MURPHY	Kerry	23.08.1988	
Manager			
McINTYRE	Peter	16.06.1987	18.08.1989
VACCARO	Tony	11.08.1989	
Staff:			
COSTANTINO	John	07.07.1987	02.05.1996
COUSINS	Glenn	24.10.1991	
NICOLL	Ben	30.07.1996	30.06.2008
NICOLL	Ben	01.11.2009	2 year contract Oct 2009-2011
GOONAN	Dale	2002 - 2004	School based Traineeship
CAZICH	Charlie	01.10.1990	05.02.2004
GORMAN	Nathan	01.02.2006	27.01.2007
IVONE	Jordan	10.01.2008	31.07.2009
LaSPINA	Tony	15.07.2008	30.01.2016
RUARO	Nick	09.11.2009	31.10.2017
SACCO	Gerard	01.04.2012	
MOSTYN	James	01.04.2012	30.06.2014
IVONE	Wade	02.04.2013	30.06.15
WHITMORE	Lee	14.03.2015	12.12.2015
McKERRALL	James	05.01.2016	
BLEWETT	Neville	23.02.2016	
Project Staff			
BAXTER	Gary	2007	2012
LUCAS	Cindy	2016-17	
CARROLL	Julian	2016-17	
NORRIS	Franca	2016	Farmers Market Co-ordinator

The staff team in 1997 - celebrating TAFCO's 10th year of operation.....

Note that three of the four staff are still with TAFCO in 2017!



TAFCO 2017 and beyond...

TAFCO is a profitable rural supplies co-operative based in Myrtleford, Victoria with gross annual revenue of \$5 million. TAFCO provides retail goods and farming services to local regional communities and provides a dividend to its 575 members who are primarily farmers.

TAFCO repositioned itself after the collapse of the tobacco industry and today supplies a range of retail customers including primary producers, hobby farmers, tradespeople and townsfolk. TAFCO has a strong commitment to improving its community and industry which it supports through numerous development initiatives.

OUR VISION

A uniquely positioned agri-business co-operative serving regional communities

OUR VALUES

To achieve our Vision, we believe that every action, by every person, every day must demonstrate the values we hold important. Our culture reflects the behaviours we hold ourselves and our teammates accountable to. Our values are:

Our **CUSTOMER** comes first

We listen to our customers and we seek every possible way to provide solutions to their needs.

We **RESPECT** each other

We value the diverse experience and skill that each team member brings to work and we support each other to improve as people and professionals.

We **CARE** for the community

We understand the needs of our communities and seek opportunities to use our resources to serve and support our community's best interest.

We are **SAFE**

We provide a safe environment for our workers and customers

We act with **SPEED**

We are diligent in evaluating opportunities and tasks and we act with urgency to deliver successful outcomes on time and in full.

We are **HONOURABLE**

We are honest and fair in all our dealings.

We are **LEADERS**

To best serve we must be leaders in both thought and action.





@TafcoRuralSupplies



#myrtlefordfarmersmarket

TAFCO Rural Supplies

215 Great Alpine Road, Myrtleford 3737

03 5752 1800



TAFCO
RURAL SUPPLIES