

# Meet the family

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Australian-owned FMCG brands, having turned 160 in 2012.

Family has played a big role in the success of FGB Natural Products. Since Mr Abbott acquired the business in 1974, various family members have been involved in the business – from running the warehouse to heading up the marketing team. Today, five out of six board members are family and Mr Abbott's daughter Tegan and son-in-law Henry work in the business day-to-day. The staff is also practically 'family', with many having worked in the business for 10 or more years – a testament to the culture created at FGB.

Tegan, who is Executive Director (Sales and Marketing) at FGB, said the passion and commitment of FGB's staff is a critical element of the business.

"It's really important to us that we maximise everybody's unique skills, and that everybody enjoys coming to work and what they do," she said.

"Some key members of staff have worked with the family-operated company for over 30 years. We're very lucky in that we have a lot of people who have been with us for a very long time."

Being a small family business (the company employs approximately 65 staff) competing against large multinationals is sometimes challenging for FGB. There are also significant advantages.

"Our size allows us to be nimble in our decision-making and we try to use this to be quick to market



Corrie Camfield (Key Account Exec), Sam Osboldstone (National Grocery Key Accounts Exec), Peter Quach (Production Manager) & Chris Drougas (Sales Co-ordinator).



Peter and Alison Abbott, the owners of the business.



Peter's daughter Tegan with her husband Henry and their son Lachie – the next generation.

with our product and marketing concepts," Ms Abbott said.

"We also offer our staff what we believe is a more balanced work environment than the multinationals can, while still giving staff considerable opportunities for professional and personal growth."

Australian manufacturing is important to the company and ingredients are sourced locally whenever possible, right down to the honey from rural Victorian

beekeepers in Bosisto's Natural Cough Syrup. FGB also invests in research to help boost local supply of its key ingredient, eucalyptus oil.

"Bosisto's Eucalyptus Oil includes eucalyptus polybractea [blue mallee], which we grow in the Inglewood region of Victoria," Ms Abbott said. "Unfortunately, given the high demand now for eucalyptus oil, we are not always able to produce enough oil to meet the growing demand.

"More than 12 years ago we identified the oil supply issue and began a long-term project with the aim of bringing the industry back home. As part of this effort, FGB embarked on a project with Melbourne University's botany department, with the goal of creating a 'supertree' with a



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greater oil output than that of a normal tree. Through this research, FGB has begun a large-scale plantation in the Inglewood-Wedderburn region. In the past two years we have planted more than two million trees with the goal of greater supply to the marketplace."

Ms Abbott said family values have helped shape the way FGB Naturals operate as a business.

"We believe strongly in acting ethically and with integrity in all our dealings with suppliers, customers, regulators, partners and consumers," she said. "Being a family business helps us take a longer-term view, rather than just focus on the short term."

## Gray family – Raw Materials

Andrew and Mandy Gray founded Raw Materials in 2002. Operating out of Melbourne, the husband-and-wife team shared the vision of providing premium quality and everyday pantry goods to food lovers Australia wide and across the Asia-Pacific region.

The business started as a wholesale importer, but it wasn't long before the pair began developing their own ranges from locally sourced ingredients.

"The Raw Material range has been developed through my love of cooking," Mr Gray said. "I spent so much time as a young child growing up with my mother in the kitchen. She passed on her knowledge and enthusiasm along with her recipes. Today she still calls most of the Raw Materials products her own."

The Raw Materials range comprises tomato and pasta sauces, lavosh, salt flakes, jams, honey, relishes, condiments and Spanish Marinade.

In 2005, Mrs Gray launched the Moredough Kitchens range, drawing on her catering and industry experience. This range is made up of wholesome pantry staples, including naturally filtered clarified stocks, premium mayonnaises, pour-over sauces, and grissini breadsticks.

The family also has its own range of cheese and dairy called 180 Acres.

"After searching the country for the freshest milk, we launched 180 Acres in 2007," Mr Gray said. "Since then I've worked closely

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Eucalyptus polybractea seedlings.

