

Meet the family

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with master cheesemakers to develop a range of cow and goat milk cheeses and butter.

“I grew up with goats and I’m passionate about great goats’ cheese, so I took the opportunity to create a product with a direct link back to a well-managed farm. My master cheesemaker, Simon Gough, is one of my best mates from school. I trust his professionalism and his attention



Raw Materials’ Andrew and Mandy Gray.

to detail. He applies his craft using traditional methods and, of course, exceptional milk.”

Mrs Gray said there is approximate 25 staff comprising the Raw Materials team.

“The business is run as a co-op and each and every member of the team is a member of the extended family,” she said.

Mr Gray said the whole family has been inspired to cook fabulous foods with outstanding products and ingredients.

“That’s who we are,” he said. “A family business with the most passionate staff, wonderful products – and we’re committed to delivering exceptional service.”



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Australian farming families are the focus of Steggles’ marketing campaign.

Baiada family – Baiada Poultry

Celestino ‘Charlie’ Baiada, a migrant from Malta, began his first real involvement in poultry meat during World War II, when he and his wife Giovanna processed 30 chickens by hand per day in the family laundry. He went on to establish Baiada Poultry in the early 1950s in Pendle Hill, NSW, followed by another processing plant in Tamworth in 1964.

The company has remained family owned throughout its growth and is now led by Mr Baiada’s grandsons, John and Simon Camilleri. Baiada has also evolved its offering over the years to meet consumer needs and concerns. A wide range of poultry goods is now sold under the Steggles and Lilydale brands.

Lilydale, launched in 2002, has grown to become the largest national free-range chicken brand in Australia.

“Lilydale has become a lifestyle choice,” Lilydale Brand Manager Anna Wesser said. “Consumers who purchase free range care about the quality of the food they eat, keeping healthy, animal welfare and looking after themselves as well as the environment.

“We are passionate about growing free-range chickens, which shows in the quality of our range.”

The Steggles brand joined Baiada in 2009, following the acquisition of Bartter Steggles. The merging of two of Australia’s major poultry producers into one entity was no easy feat, but resulted in Baiada close to doubling its operational facilities, consumer brands and product range.

In acquiring Steggles, Baiada’s plan was to design and implement a brand revitalisation strategy addressing issues such as brand

differentiation, increasing shelf space and business sustainability, in addition to completing a successful merger with relevant brand positioning and values.

The revitalisation of the Steggles brand was a success, resulting in an increase in unaided awareness, and customer perception of the products. Importantly, customer perceptions of chicken farming in Australia became more aligned with reality in line with the brand relaunch.

The Steggles brand has also helped to grow interest in other poultry segments, such as turkey. May 2012 marked the launch of Steggles’ Turkey Shortcuts range, giving the consumer an opportunity to incorporate fresh turkey in the Australian family weekly meal planner.

The range includes healthy and tasty Turkey Breast Fillet Steaks, Turkey Mince, Turkey Burgers, Turkey Thigh Roast and Turkey Shanks.

Steggles Senior Brand Manager Laurel Brown said the Steggles Turkey Shortcuts range continues to simplify the turkey cooking experience, offering both ready-to-cook meal solutions featuring complementary seasonings and easy serving suggestions, as well as versatile cuts that allow cooks to create their own recipes.

“We would like to see turkey on the family menu every week as people become more familiar with its flavour and versatility,” Ms Brown said.

“Turkey has such a broad appeal for so many people, from families to health-conscious individuals. It has numerous health and nutritional benefits, is tasty and easy-to-use within your favourite recipes.”

Steggles continues to deliver new products to the range throughout the year. ♦

