



# Simplot Australia Company Profile



## Welcome to Simplot



At Simplot Australia, we're in the business of Bringing Earth's Resources to Life, enabling us to deliver on our company Purpose of Contributing to Feeding Our World.

We do this by creating food Australians and New Zealanders love by maximising value from the best Australian grown produce and global seafood.

As a business, we pride ourselves on building long-term partnerships with Australian farmers and our suppliers, investing in our people, innovating from seed to plate, and building mutually beneficial relationships with our customers.

Today, we're a uniquely diverse agricultural and food manufacturing business that includes Potato, Vegetable, Seafood and Sauces manufacturing operations that supply frozen, shelf-stable and chilled products to retail and foodservice customers.

Simplot Australia is the name behind some of Australia's favourite food brands. These include Birds Eye, Edgell, Leggo's, Chiko, I&J and John West. Whatever the occasion, our brands have been an integral part of Australian life for generations.

Driven by our purpose to Contribute to Feeding Our World, we're focused on making a difference and building on a legacy that will benefit customers, consumers, communities and our people for years to come.

**Graham Dugdale**  
President, Simplot Global Food

## Our Founder

Our founder, J.R. Simplot, had an incredible vision for growth. Where others saw obstacles, he saw the opportunity.

This unique aptitude, combined with a relentless resolve for action, enabled him to transform his humble, one-man farming operation into what is now a global food and agriculture business.

This foresight has driven the J.R. Simplot Company for more than 90 years and helped create a dynamic company culture where new ideas are given an opportunity to thrive.

J.R.'s ingenuity and determination set his company on its innovative course. His recipe for success: seize prospects in even the most challenging environments, look at well-known problems for solutions that no one has thought of before, and work harder than anyone else.

He was an innovator from the start, but our founder's accomplishments accelerated after creating the first commercially-viable frozen french fries in the 1940s. That momentum continues today, with technology improvements that are

revolutionising plant research and food production.

When J.R. Simplot acquired some of Australia's favourite food brands back in 1995, he knew the brands were well-loved and iconic and would create a strong foothold for Simplot to enter the Australian market.

The company has invested significant resources to ensure that our operations are sustainable. J.R. always understood that resources are finite. Our goal as a company has been to be the finest stewards possible of the air, water, land, and other resources we all rely on.

Our organisation's core values – Passion for People, Spirit of Innovation, and Respect for Resources – are as relevant now as they were when a teenage J.R. Simplot began his long journey toward remarkable success.

Even though J.R. is gone, his family has perpetuated his legacy. They have continued the tradition of plowing profits back into the enterprise and responsibly advancing J.R.'s lifelong mission of Bringing Earth's Resources to Life.



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## Our Operations

Simplot Australia has manufacturing facilities and sales offices across Australia and New Zealand and directly employs nearly 2,000 people.

We care about our people, and their safety, health and wellbeing are first and foremost. We're focused on building an inclusive workplace where our people are rewarded for their efforts.

The skills and talents of our people are diverse, and we employ people across a range of roles including, agriculture, manufacturing, sales,

marketing, finance, logistics, information technology, digital, human resources, culinary, nutrition, packaging and food technology. In addition, we nurture ongoing development and encourage our people to grow their careers with us.

Only through the capabilities of our people are we able to continue to produce the loved and trusted products that our customers and consumers depend upon.

We supply these products to Australia and New Zealand's largest retailers and work closely

with them to innovate and develop quality, sustainable and nourishing food that helps grow their business and meets the evolving needs of consumers.

We're also one of Australia's largest suppliers of foodservice products. We supply quick service restaurants, cafes, restaurants, stadiums, hospitals, aged care facilities and many other venues. Products range from balanced meals, convenient frozen vegetables, tasty pasta sauces, nutritious seafood, and snack foods.



Simplot Australia has five manufacturing facilities and six sales sites that support our Retail and Foodservice divisions.



Our facilities are located in Echuca in Victoria, Bathurst and Kelso in New South Wales and Devonport and Ulverstone in Tasmania. Additionally, we have two Agricultural Services locations in New South Wales and Tasmania.

We operate a complex and extensive supply chain globally and throughout Australia and New Zealand. Investing in Australian manufacturing and expanding our agricultural footprint is part of our long-term growth strategy.

## Aussie Grown is at our heart

Now, more than ever, it's essential to focus on our local industry, which means supporting Australian farmers and Australian jobs.

At Simplot Australia, we've been committed to sourcing Australian vegetables first for over 25 years. Today, we're the last Australian grown frozen and shelf-stable vegetable provider of any scale in Australia.

Our commitment to sourcing Aussie vegetables first means we aim to use homegrown produce in our products wherever possible. To put this into perspective, on average, 95% of the potatoes and 87% of the vegetables in our products come from right here in Australia. We are currently investing significantly in projects across our supply chains to ensure we can increase the amount of Australian produce in our products even further.

Of course, if a vegetable is not grown in Australia, or there simply isn't enough to go around, we might need to look further afield. But for Simplot Australia, fresh vegetables from our Aussie farming community will always be our first choice.

We're proud to work with nearly 300 growers across Australia, some of whose families have been growing potatoes and vegetables for generations. We believe that sourcing Australian grown produce, and innovating with Australian growers is a key differentiator and will not only ensure the viability of our farming communities; it is the key to a sustainable future for all Australians.

We also support the broader Australian manufacturing and agricultural industry through working closely with transportation and distribution, cold store providers, ingredient and packaging suppliers.

We're committed to Australian grown and to Australian manufacturing for the long-term. We continue to invest in our operations and agricultural research. This helps Aussie growers improve their farming operations, keep regional communities strong, and ensure that high-quality produce is here for generations to come.





## Our loved and trusted brands

Simplot Australia recognises the importance of health and the vital link between healthy eating habits and regular physical activity as part of a healthy lifestyle.

We're a leading provider of nourishing food and regarded as an industry leader in this space. With a Simplot product in almost every Australian pantry, we feel we have a responsibility to contribute to feeding our world with healthy meal and snack options and continuing to improve the nutritional value of our products.

We're home to some of Australia's most loved and trusted food brands - Birds Eye, Edgell, John West, Leggo's, Raguletto, Five Brothers, I&J, Chicken Tonight, Harvest, Seakist, Ally and Chiko.

### Birds Eye

Birds Eye has been supporting Australian farmers for over 70 years. It's one of the most important brand names in the history of the frozen food industry. Clarence 'Bob' Birdseye was single-handedly responsible for a major early breakthrough in the development of the methods and technology that made freezing a viable way of preserving food. In 1949, the first vegetables were specially grown and processed in New South Wales for sale under the Birds Eye brand. Production later expanded to Tasmania.



### Edgell

Since 1926, when Gordon Edgell planted his first crop in Bathurst, New South Wales, we've known the value of choosing Australian-grown produce. Inspired by the brand's entrepreneurial founder, we're famous for our industry-leading potato and vegetable innovation that gives our products the edge.



### John West

The John West range provides consumers with a delicious variety of seafood including tuna, salmon, sardines, anchovies and oysters. John West is passionate about safeguarding the future of our oceans and sourcing 'the best' responsibly sourced seafood. It all starts with a commitment to source seafood from some of the best suppliers and fisheries.



### Chicken Tonight

Chicken Tonight has been delighting families for over 25 years. Renowned for its 'I feel like Chicken Tonight' jingle and accompanying chicken dance from the much-loved 90s TV commercials, Chicken Tonight continues to make dinnertime meals something to savour.

### Chiko

For 70 years, Chiko has been an Australian icon and today it's manufactured in Bathurst, New South Wales. The Chiko Roll was developed by Frank McEncroe, a boilermaker from Bendigo, Victoria, who turned his hand to catering at football matches and other outdoor events. The Chiko Roll made its first official appearance at the Wagga Wagga Agriculture Show in 1951, and as they say, the rest is history. Today, we produce a range of snack products under the Chiko brand.



### Leggo's

Leggo's has helped teach Australians how to create, share and enjoy simple Italian food. Since its beginnings, Leggo's has been famous for its rich flavoursome sauces that form the heart of great cooking. Leggo's has always been made from the finest ingredients and this is as true today as it was over 100 years ago.

### I&J

In 1910, fishermen George Irvin and Carl Johnson formed I&J to search the world's deepest seas for the finest seafood. I&J is widely respected for its seafood expertise with over 100 years' experience in supplying quality seafood products, caught and processed by seasoned experts.



# Passion for People

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# Respect for Resources

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# Spirit of Innovation



## Our Values

Passion for People, Respect for Resources and Spirit of Innovation, are our core values, which underpin the decisions we make and how we operate.

### Passion for People

People are central to everything we do. We believe in creating a safe, diverse, equitable and inclusive workplace that supports a healthy work-life balance, and provides personal and career development opportunities. Because of this, our business continues to foster a 'Grow with us' mindset and an impressive community of talent.

One of the benefits of working at Simplot is knowing that you can

bring your whole self to work and be supported in all that you do. We're continuing to create platforms to enhance inclusion and we know this is core to employee wellbeing.

A passion for people means we strive to act responsibly with integrity, maintaining balance and creating value for all, from our employees to our customers to our neighbours around the world.





We're part of many communities, and maintaining a strong and supportive relationship with all of them is vital to our success. One of the ways we demonstrate this commitment is by supporting organisations and programs that benefit both the communities in which we operate and society as a whole, and align with our Purpose of Contributing to Feeding Our World.

We have long-established corporate partnerships with several organisations. For over 25 years we have been working with Foodbank Australia and we're part of their Collaborative Supply Program. In 2021, nearly 1.2 million meals and over

155,000 kgs of pasta sauce were donated to Foodbank to help people in need.

Since 2016, Simplot Australia and the Karrkad Kanjdji Trust have worked together to fund a regular air-charter service to the remote Warddeken communities of Kabulwarnamyo, Manmoyi and Mamardawerre located in Arnhem Land. This service ensures these communities have access to essential supplies, including food and medicine. Enabling these communities to live on Country year-round.

We also partner with WWF-Australia and the Australian Government through the

Australian NGO Cooperation Program to support coastal communities in Papua New Guinea and Solomon Islands. The project aims to protect over-exploited reef ecosystems, create food security, boost local economies, and support business opportunities for local women.

In addition to our corporate partnerships, we provide support to select organisations that address food insecurity, health and wellbeing initiatives, and sustainability programs in the communities where we operate and to organisations important to our employees.



## Respect for Resources

We acknowledge the responsibility we have to tread lightly on the earth's resources. Our commitment to sustainability means we're constantly looking for new ways to produce more with less of our Earth's resources as we believe this is good for our business and simply the right thing to do.

Undertaking sustainable practices on land and in the sea is key to the way we operate and is reflected by this core value. For us, sustainability comprises the vision to meet the economic,

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environmental and social needs of our employees and communities, while preserving the opportunity for future generations to do the same.

We have an unwavering commitment to transparency,

quality, and mutual respect and are steadfast in our ethical approach to business. We have an ethical and responsible sourcing program that details the ethical, social and environmental standards that we expect our suppliers to meet and is a key component

of how we approach our business practices.

Simplot Australia's sustainability program sees us work with our farmers, suppliers, and customers to find practical solutions. It's about us working together to build climate resilience, assure water supply and quality, find new ways to reduce food and packaging waste, innovate to enhance the quality of our soils and seeds, and identify opportunities to enhance the use of renewable energy sources.

The J.R. Simplot Company

has set out four clear global sustainability goals, which we call our 4Sight 2030 Goals. These goals are centered on reducing energy and water usage, our carbon emissions and our waste to landfill.

We also align to the Australian Packaging Covenant's (APCO) 2025 National Packaging targets. Currently, 98% of our packaging is recyclable, but in line with the targets, we're striving to ensure 100% of our packaging is reusable, recyclable or compostable by 2025.

Further to this, we have joined forces with industry partners as part of a revolutionary new collaboration to tackle Australia's \$36.6 billion food waste challenge. In fact, we were the first to sign the Australian Food Pact, a voluntary agreement featuring a host of major Australian food companies, led by Stop Food Waste Australia (SFWA). The Australian Food Pact represents one of the biggest, most tangible demonstrations so far in helping the Australian Government reach its target of halving food waste by 2030.

## Spirit of Innovation

If history is anything to go by, we know adversity, ingenuity, imagination, and a desire to do things better have fueled sustainable innovation since J.R. Simplot's earliest days.

At Simplot Australia, this same innovation runs through our veins today. We're focused on boldly driving and delivering seed-to-plate innovation that provides sustained and profitable growth.

Through innovation, we transform insights into actions that benefit our customers, consumers, growers, suppliers, communities, and our business. Working closely with our partners enables us to explore tomorrow's ideas today and create more remarkable results that benefit us all.

When we explore the possibilities of the future and create new innovative ways of doing things, we have the potential to create history just like the innovators who have gone before us. Innovation: Exploring Tomorrow, Creating History.

The key to our long-term success depends on us being purposefully creative and fostering an environment where expansive ideas create value from seed to plate.

Our headquarters is home to

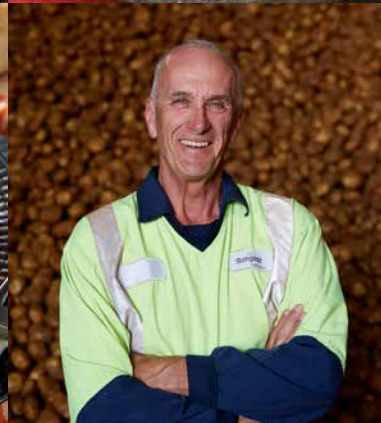
a purpose built culinary and technical centre that enables our Research and Development (R&D) team to bring our latest product innovations to life. This provides a wide range of functions, including holding small-scale equipment which replicates the equipment found at our manufacturing operations. This allows our Food Technologists to carry out small-scale trials when developing products, also enabling the team to minimize potential waste when put into production.

Our team members are encouraged to embrace new opportunities, create and improve products, devise new ways of working, and invigorate practices through fresh thinking, ultimately fostering business growth.

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**Simplot**  
AUSTRALIA

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