

# SunRice and the Port of Melbourne - celebrating '10 Years of Excellence in Exports'

By VLAD JOTIC, Head of Business Development – Port of Melbourne

In June 2019, the Port of Melbourne presented SunRice at its Leeton headquarters with a plaque and framed image of the Port as recognition of SunRice having achieved a significant milestone, exporting more than 130,000 TEUs through the Port of Melbourne in the years 2009 to 2019.

Ricegrowers, trading as SunRice, is one of Australia's largest branded food exporter, with over 30 major recognised brands in approximately 60 countries around the world. It is one of the largest rice food companies in the world and one of Australia's leading branded food exporters with the bulk of Australian rice being milled, packed and branded in the Riverina by SunRice. In the 2018 financial year, it recorded a group revenue in excess of A\$1 billion.

SunRice dates back to the establishment of a single rice mill in the Riverina region of New South Wales in 1950. Today it operates state-of-the-art processing and packing food plants across Australia, the USA, the Middle East, the Pacific and Papua New Guinea.

It began exporting Riverina rice in 1961 and now supplies the world with diverse and innovative rice food products. Through its successful food ingredients and food service divisions it contributes to thousands of other brands and businesses the world over including Sunwhite, Sunfoods, Trukai and Riviana Foods. It is a major player in the domestic market as well, supplying a staple food for households around Australia.

## Regional rail freight

SunRice relies heavily on rail transport as the majority of its international containers are transported by rail

from its processing facilities for export through the Port of Melbourne.

To ensure it can achieve its growth strategy and continue to meet increasing international demand and protect premium export markets for its Riverina rice, the company is continually reviewing its systems and processes in order to build a global supply chain.

This is consistent with the Port of Melbourne's objectives to enhance efficiencies in its supply chain, with both the Port and SunRice working together since 2001 in delivering a consistent and reliable service to overseas markets and continuously seeking to improve the efficiency of the existing regional rail service from the Riverina.

The Port's ongoing focus on enhancing its supply chain for the benefit of Australian producers such as SunRice is exemplified by the proposed "Port Rail Transformation Project", which will enable us to reform the rail industry

within the Port, improve operating performance and provide more efficient infrastructure to overcome the barriers to rail use for port freight. This project will provide better transport links between the Port and regional producers, encourage rail mode shift and remove freight trucks from roads.

## Strong relationship

The connection between the Port and SunRice continues as the Port is a major sponsor of the Ricegrowers Association Annual Conference, with the 2019 edition to be held in Corowa this August.

The Port of Melbourne would also expressly like to acknowledge the strong relationship built through mutual support and led by the efforts of David Hamilton, Head of Customer Service and Logistics for SunRice.

We hope to grow on the past 10 years and deliver even greater volumes of Australia's finest rice products to the world.



Photo L-R: David Hamilton (Head of Customer Service and Logistics, SunRice), Linda Green (Finance Processing Services Team Leader, SunRice), Vlad Jotic (Head of Business Development, Port of Melbourne) and David Bardos (Business Development Manager NSW, Port of Melbourne).

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