



## Geoff Hutchinson & Barry Clarke

### Fleurieu Milk & Yogurt Company

With the deregulation of the dairy industry in 1993, dairy farming slumped into unsustainability and over the next decade, many farmers in South Australia were forced to abandon their livelihoods, sell the family farms and leave the land. In 2005, the Hutchinson, Clarke and Royan families decided to take matters into their own hands, take full control of the supply chain and begin the Fleurieu Milk Company.

"We realised that we have a good future as dairy farmers selling our milk to parochial South Australian consumers," Clarke says.

#### The product

- Farm Fresh Range - Low fat, homogenised and unhomogenised
- Jersey Premium range- Low fat, homogenised and unhomogenised
- Flavoured milk
- Yoghurt (Honey, Mango, Passionfruit, Mixed Berry & Natural)
- Pouring cream

#### Tracing the hands

Geoff Hutchinson has black and white Holstein Friesians and Barry Clarke has Jersey cows. They tend their herds in Myponga and are hands-on in the production facility where all Fleurieu Milk and Yogurt Company products are made. "People like the idea of buying a quality, local product. It's just freshly pasteurized milk with nothing added."

#### Why Fleurieu

The climate and growing conditions on the Fleurieu produce the finest milk in South Australia.

#### Availability

The full range of products are available in independent supermarkets and specialty food stores in South Australia, ACT, Northern Territory and New South Wales.

[www.fleurieumilkco.com.au](http://www.fleurieumilkco.com.au)