

The Australian Carob Co.

The Carob tree is native to the Middle East, where it has been cultivated for at least 4000 years. Otherwise known as *Ceratonia siliqua*, the Carob tree is a species of flowering evergreen shrub or tree in the pea family *Fabaceae*. Aside from being cultivated for its edible pods, it is also used as an ornamental tree in gardens.

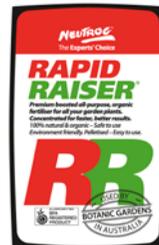
One very successful grower of carob in Australia is The Australian Carob Co - owned and operated by Michael and Jam Jolley and located in Booborowie near Burra in South Australia. Winners of the 2012 SA Food Industry Awards and the 2012 winner for the Advantage SA Regional Awards in the Innovation category, confirms their dedication to producing high quality carob products.

The Carob orchard was planted with grafted trees in 2000 on a 76-acre block of land, and today there are approximately 6000 trees encompassing seven different varieties. Using sustainable farming practices, no insecticides or pesticides are used on the property and care is taken to ensure that each individual tree has the appropriate water requirements and correct pruning year round.

Neutrog's Rapid Raiser was applied last year in two stages – first in April and then pre-summer. Michael says, "The application of Rapid Raiser has made a huge difference, and the trees have improved in leaps and bounds".



Michael and Jam Jolley in their Booborowie Carob orchard



The trees had been suffering with a yellowing of the leaves before Rapid Raiser was applied, however that has all changed and the trees are now lush and green.

"Two years ago our harvest yielded just under 60 tonnes, but due to the application of Neutrog, this year's harvest more than doubled to 150-200 tonnes" said Michael. He is very

impressed with the product, and "raves about it to everyone".

The carob pods are harvested from February until April and taken directly to the manufacturing shed located on the property, where they are allowed to dry naturally until ready for processing. A range of products are made using state-of-the-art machinery including Raw and Roasted Carob Powder, Oven Baked Carob Kibble and Carob Syrup to name a



few. As quality is top priority, being able to do the kibbling, roasting, milling and packing on site, Michael and Jam can be sure customers get the absolute best quality product possible.

Being a superfood, Carob contains many health benefits, which, depending on how the product is prepared, can be used as a natural remedy for numerous health issues including digestive health, lowering cholesterol, regulating blood sugar levels, weight control issues, osteoporosis and combatting the common cold. The carob products are high in protein, contain essential vitamins and are a healthy alternative to most snack foods. Not only do they have anti-allergic, antiseptic and anti-bacterial benefits, they are also rich in insoluble fibre and a good source of vitamins A, B, B2, D2 and E. Full of antioxidants and phytonutrients, carob is gluten free, caffeine free and 100% natural.

You can purchase the Australian Carob Co's range of products from stockists around Australia. For more information visit www.australiancarobs.com



NEUTROG™
Just try it.