

# Simmy Visits Sim Fresh



Ben Cottrell, Lachlan Kelly, Brandi Oliver  
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## *Creative Catchment Kids*

**Creative Catchment Kids** is an initiative of the Murray Darling Association and Wirraminna Environmental Education Centre. It aims to improve engagement between the Western Local Land Services and school students by providing opportunities for positive and authentic ventures that encourage students to develop creative solutions to agriculture and natural resource management issues.

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## *Wirraminna Environmental Education Centre*

The Wirraminna Environmental Education Centre is located in Burrumbuttock, north of Albury in southern NSW. Since 1995, the centre, which is adjacent to Burrumbuttock Public School, has provided opportunities for discovery and learning about the natural environment, the ecology of the local woodlands and the beauty of native plants. [www.wirraminna.org](http://www.wirraminna.org)

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## *Murray Darling Association*

The Murray Darling Association has membership of over 100 Local Government councils in the Murray-Darling Basin, as well as community groups, businesses and individuals with an interest in ensuring that the Basin continues as a valuable asset for all Australians. Since 1950, the Association has initiated various school and community education programs on managing the Basin's land and water resources. [www.mda.asn.au](http://www.mda.asn.au)

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Enviro-Stories is an innovative literacy education program that inspires learning about natural resource and catchment management issues. Developed by PeeKdesigns, this program provides students with an opportunity to publish their own stories that have been written for other kids to support learning about their local area. [www.envirostories.com.au](http://www.envirostories.com.au)

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School: Gol Gol Public School

## *Local Land Heroes*

In 2014, students involved in the **Creative Catchment Kids** program researched and wrote stories about 'Local Land Heroes' - people, businesses or industries who contribute to productive agriculture and healthy environments in western New South Wales. The program was generously funded by the Western Local Land Services.

Local Land Heroes acknowledges the United Nations 2014 International Year of the Family Farming.  
[www.fao.org/family-farming-2014/en/](http://www.fao.org/family-farming-2014/en/)

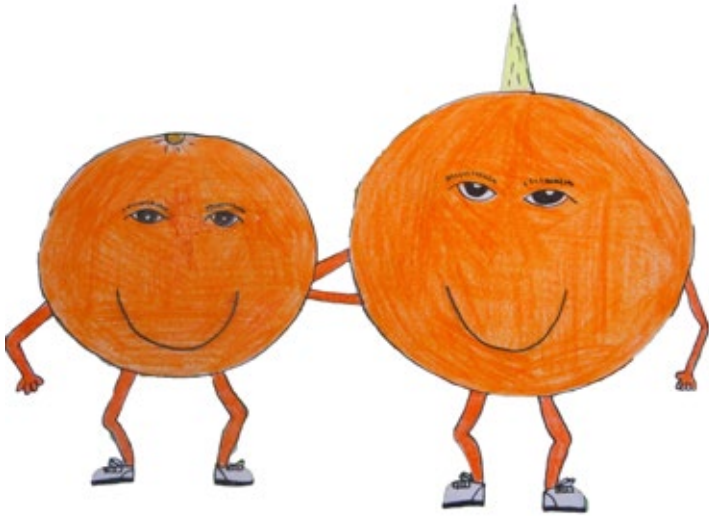


Local Land Heroes is part of Enviro-Stories, a PeekKdesigns education program.



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This book introduces you to two of our local land heroes in Gol Gol, NSW. You will meet Simmy the Orange and his brother Sunny as they go on their journey. Oranges are a vital part of the Sunraysia district and play an important part in the lives of many families.

You will also find out about Sim Fresh, a fruit producing, packing and exporting company that has been built by Joe Simonetta and his family.



## *Simmy the Orange - The Tree*

I am hanging out at home, on the tree at the Sim Fresh citrus block in Gol Gol. I am growing and growing, it's getting harder to hang on. I'm changing colours from green to orange. I can just see my brother, Sunny, at the other end of the tree, he is much smaller than me.

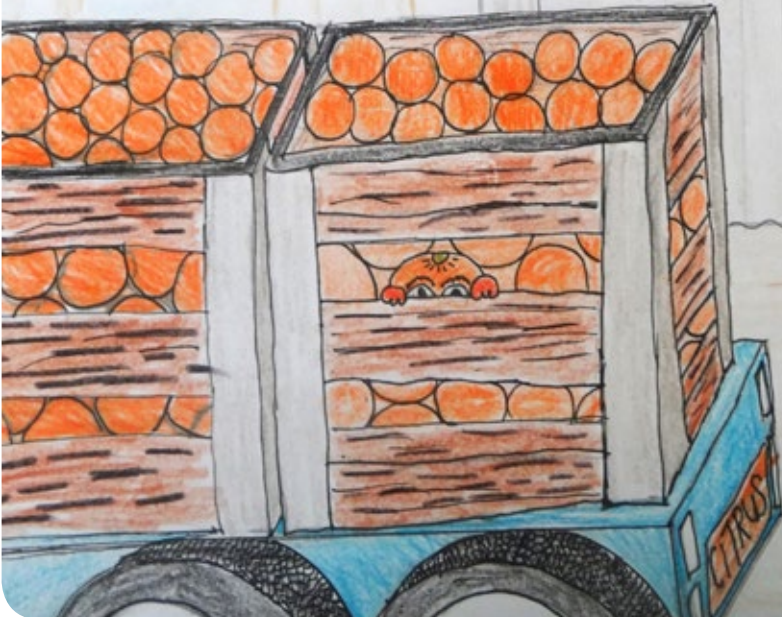


*Sim Fresh is a fruit producing family run company located in Gol Gol, NSW. It was established in 1990 and has continued to grow and develop ever since. The orange groves at "Sim Fresh" cover over 1500 acres. Fruit is also sourced from many local growers and their properties.*

## Picking Season - OUCHHHH!

I am getting pulled off the tree and dropped into a soft bag and other oranges are falling on me. It's very dark in here; I wonder where I'm going. I can't see my brother any more. I don't know where he has gone. I hope he is okay.

*Sim Fresh grows and packs many different varieties of fruit all year round. From May to October navel oranges, lemons and grapefruit are in season. Then from January to May, grapes (both red and white) and Valencia oranges are ready to be processed.*



## *Delivery*

I am in a large bin. I see a tiny spec of daylight.  
Suddenly the bin tips and I roll towards the light.

I see my brother Sunny and I call out to him,  
“Sunny it’s me, what is happening?” There’s a  
jerking movement and my brother Sunny goes  
sliding across all my other friends. THUD!

I feel the vibration of him hitting the wall.



*Many different growers send their produce to Sim Fresh for processing and packing. In the early days Sim Fresh packed only for themselves and a small number of local growers. Now farmers transport their fruit via semi-trailers from Sunraysia and interstate.*

## *In the Shed*

My box has been lifted up and driven from the truck. There is plenty of light until I find myself back into the darkness. The shed is huge and there is a lot of machinery.

I catch a glimpse of Sunny. He is not looking very well.

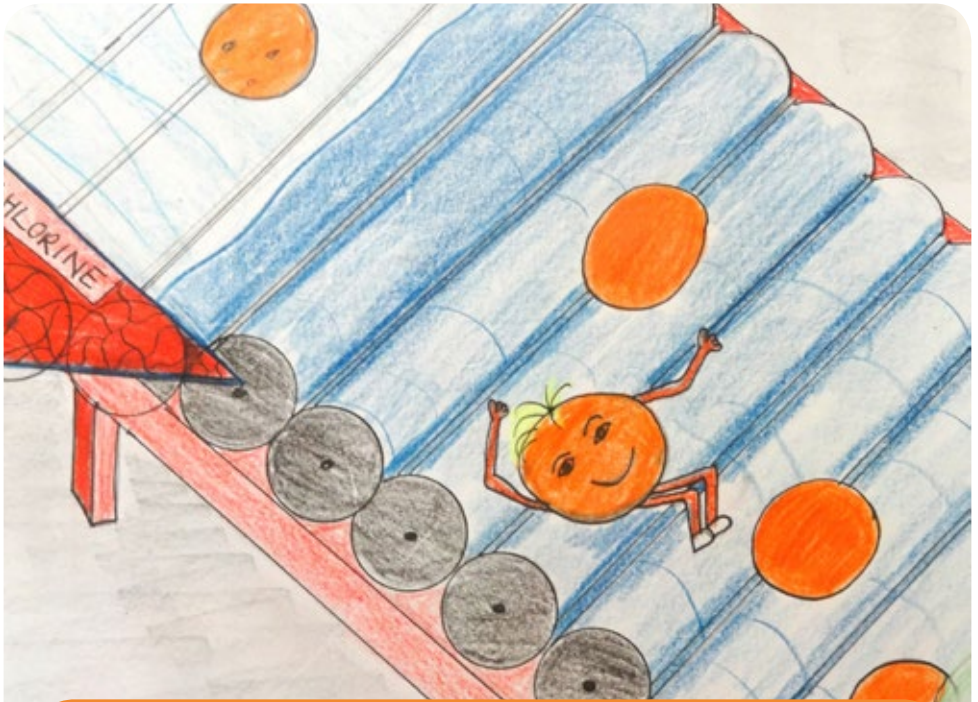


*Originally the Sim Fresh factory was a small shed. Over the years it has expanded to include many pieces of machinery used to make the processing and packaging of fruit more efficient. Each piece of machinery is built for a particular purpose such as cleaning, waxing, sorting and packing.*



## Bath Time

Along the conveyor belt I go moving higher and higher. Suddenly I get wet and it smells disgusting. I start rolling through the hot sticky wax. The hot air blowing on me dries me off and makes me shiny.



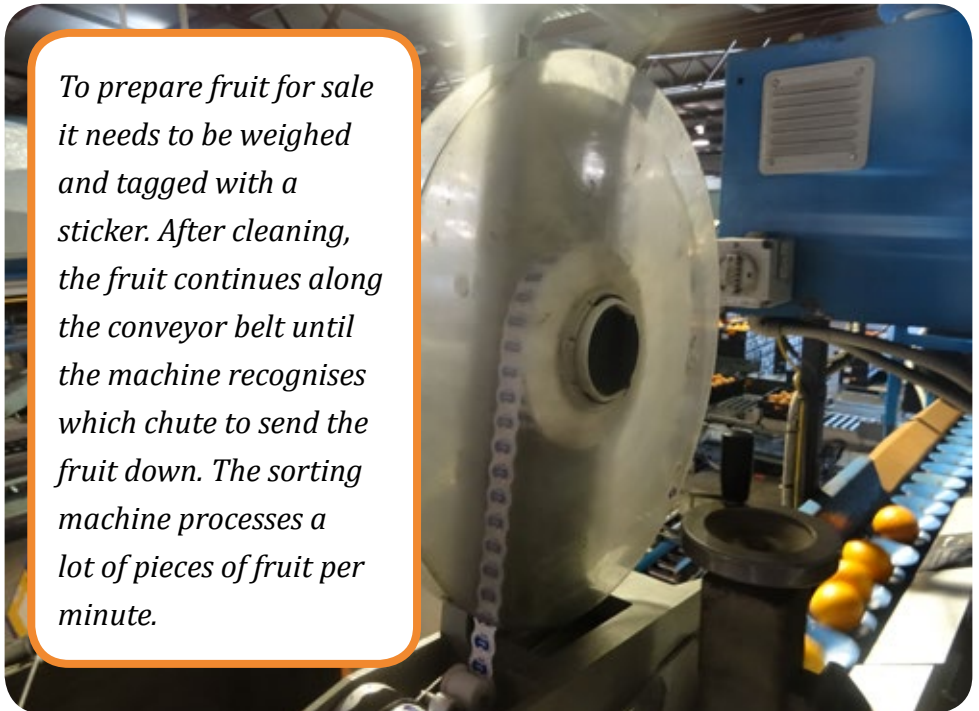
*Fruit processed at Sim Fresh is cleaned, waxed and sorted for sale. Damaged fruit is removed early and may be used for juicing. The chlorine wash is then used to clean the fruit of any diseases or dirty residue. Waxing is to make the fruit shiny, appealing and ready for sale. The blow dryer is used to set the wax and make it “appealing”.*

## *Another Adventure*

Off I go again on the conveyor belt travelling along. SLAP! OUCH a sticker slams onto me. I hear my brother call out in fear. He doesn't have a sticker like mine. The beeping sounds out. I have just been weighed.

Rushing along the belt now. Oranges are falling off the belt. I watch as some fall in front of me and others after me. CLUNK! I begin to fall. Down, down, down. I land on a rubber mat, which breaks my fall before I bounce into a metal bin. Sunny is in bin far from me. I hope we meet up again somewhere on our journey.

*To prepare fruit for sale it needs to be weighed and tagged with a sticker. After cleaning, the fruit continues along the conveyor belt until the machine recognises which chute to send the fruit down. The sorting machine processes a lot of pieces of fruit per minute.*



## *Bagged and Boxed*

A hand wraps over my face and drops me into a black crate, I move fast along the conveyor belt. I travel along with some boxes until the boxes head off in another direction. I watch as they come to a machine. 'Woosh' The boxes are glued and there is a loud clicking sound. The boxes are closed shut.

*Sim Fresh employs workers from all over the world. Many are back packers travelling through the Sunraysia area. These employees are the last line of quality control. It is here where any damaged fruit is removed and discarded.*



## *Journey Continues*

I lose sight of the boxes as I am travelling along. A man picks me up and stacks me on top of the other crates. The stacks are four boxes high.

The forklift starts up and I am driven through the shed. Off I go again...I am taken to the cool room awaiting my fate.



*As the boxes and crates of citrus move along the conveyor belt they are scanned and then placed onto pallets. They are put into the cool room where they can stay up to five weeks before delivery.*

## *Fate Sealed*

I watch as Sunny falls into the pile of oranges that have been rejected.

Oh no! Sunny has gone into the juicing pile. I look around to see where the others are going. Some are being exported to faraway places such as Vietnam, USA, Malaysia, Thailand, Korea, Hong Kong, China and Japan. The different coloured boxes are placed into the large containers and are shipped off.



*As the discarded fruit goes off to be juiced, the selected fruit is being readied for delivery. Different coloured boxes indicate where the fruit will go. Some are shipped off in shipping containers while the best of the best go to Coles Supermarkets.*

## *Coles Supermarket*

I am sitting watching all the people walking by. I wonder what is happening here. I hear a man say all the best oranges arrive at Coles. A hand reaches into the pile and scoops me up. Down into the plastic bag and tossed inside the trolley with a bunch of groceries I go. Beep! I am driven away. I am taken inside the house and placed into a beautiful fruit bowl. Gee I look good!!



*Getting Sim Fresh citrus to the world is the work of “Sunraysia Exports and Marketing”, the Simonetta family owned marketing and export-focused company began operations in 2001. Since then Sim Fresh has been established as the Number 1 import supplier of citrus into the Malaysian market. They have paid close attention to the needs of their customers in export markets, and now export “Sim Fresh” produce to Indonesia, Singapore, Hong Kong, New Zealand and Canada.*





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