

POWER PROFILE

Customer: Flavorite Group

Location:

Victoria, Australia

Customer Business Issue:

Flavorite needed reliable power to prevent costly glasshouse outages and take advantage of peak demand incentives to reduce energy costs.

Solution:

Cat® standby power system featuring 2x Cat C32 1100kVA GC range generator sets equipped with advanced control systems

Cat® Dealer:

Energy Power Systems Cat



Cat® generators support seamless operations for Australia's largest glasshouse grower.



POWER NEED

With 1,200 square metres of greenhouses, founders Warren Nichol and Mark Millis started Flavorite in 1993 and set out to produce the best-tasting Australian-grown tomatoes 12 months of the year. Today, Flavorite is the largest glasshouse producer of fresh fruit and vegetables in the Southern Hemisphere, with six facilities across regional Victoria and metropolitan Melbourne that allow them to grow, pack and distribute their delicious produce. They specialize in growing tomatoes, capsicums, cucumbers, and blueberries and sell produce all over Australia and overseas.

With over 70 hectares of glasshouse production, Flavorite's glasshouses set the benchmark for sustainable growing systems. They allow Flavorite to drive greater efficiencies, reuse resources, produce less waste and save more water whilst maximizing productivity. With the capacity to produce an impressive 80+ kilograms of fruit per square metre from their truss tomato crops, power reliability is critical to their operations. A power outage lasting just a few hours could result in millions of dollars in losses.

Adding to the challenge, Flavorite's electricity source occasionally requests them to operate off-grid during peak summer demand to prevent grid overload and avoid incurring significant costs, up to hundreds of thousands of dollars, for short periods. During these peak times, Flavorite needs to seamlessly transition from grid power to generators without disrupting their operations.

SOLUTION

To address this critical need, Energy Power Systems Australia (EPSA) supplied 2x Cat C32 1100kVA GC Range units equipped with advanced control systems. The generator sets are designed for high efficiency and reliability, meeting the demanding energy needs of a large-scale glasshouse operation. Additionally, the advanced control systems enable Flavorite to transition smoothly from grid power to generator power during peak demand without disrupting glasshouse operations. This ensures that critical systems continue running even during grid outages or when operating off-grid.

The solution is supported by Caterpillar's 10-year Extended Service Coverage (ESC) standby warranty, providing peace of mind with no unplanned operational expenses for the next decade. Flavorite is also supported through a Customer Value Agreement (CVA), which is

a customized service contract with William Adams, their local Cat dealer, ensuring a hassle-free ownership experience.

RESULTS

This comprehensive solution by EPSA safeguards Flavorite's high-tech glasshouse operations, ensuring the reliability and resilience required to meet their demanding production goals.

Supported by William Adams, their local Cat servicing dealer located just one hour away, the new system enables a changeover with just 10 minutes' notice, a major improvement over the previous manual generator system. Remote changeover initiation via web browser or smartphone helps meet critical deadlines, while remote monitoring and diagnostics provide full control.

With seamless transitions between grid power and backup generators, Flavorite experiences zero downtime, stabilizing costs and supporting efficient, sustainable crop growth.

"Our standby system gives us real peace of mind, keeping our operations on track during peak demand and unexpected outages. It's an effective solution for managing energy spend, protecting our crops, and maintaining the quality our customers expect," said Chris Millis, Chief Operating Officer of the Flavorite Group.

The new standby power solution has transformed the way they approach energy reliability. The ability to maintain control over their energy supply, whether on-grid or off-grid, means they can focus on what they do best: growing the highest quality produce.

"EPSA's expertise was integral to our project's success, and with a 10-year standby warranty supported by William Adams Cat, we're set to avoid unplanned expenses and secure our long-term operational efficiency," said Chris Millis.

With this reliable energy solution in place, Flavorite is positioned to meet the growing demand for fresh, high-quality crops in an increasingly competitive industry. They can continue to innovate, expand and grow with confidence, all while remaining committed to amplifying the flavor of their produce in the most sustainable way.

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