



Exceptional sales growth has allowed OPA to expand its wellness concept from a 'seed' idea into a top-selling health care product supported by numerous assets. Launched in 2001, operations now include a grove of 400,000 *Olea europaea* (olive) trees, a state-of-the-art herbal extraction facility and high speed bottling and capsule filling machinery.

The company is currently selling 1000 bottles of Olive Leaf Extracts across Australia daily, to assist with cold and flu protection and cardiovascular improvement.

"We're taking on the role of commercialising the health benefits of olive leaves," Mr Archer said.

Over \$1million of product has been exported in the last two years and Mr Archer said international marketing is the key focus of the company, which has 1600 acres of land earmarked for export-focused expansion.

Export markets include South Korea, Japan, Taiwan, Singapore, Malaysia, China, New Zealand and Germany.

Agreements have also recently been signed to commence exports into the United Kingdom, France and the US in 2007. ■

Olive branches out

Any living thing that can survive for 1000 years must be doing something right – or so goes the rationale behind Olive Products Australia (OPA), a family-owned business located near Lake Wivenhoe.

Based on more than 30 years of olive industry experience, the Archer family has established OPA as one of the world's largest specialised growers of olive leaves.

Julian Archer, corporate development director and self-confessed

'ambassador of the olive', has been in and around the olive industry since he was four.

"Olive trees have powerful defence systems which allow them to live for more than 1000 years withstanding pests, viruses, bacteria, droughts and extremes of heat and cold," Mr Archer said.

OPA is effectively an olive leaf one-stop-shop, with everything from fertiliser production to leaf extraction and bottling done on-site.