



GLOBAL AMBITIONS: Trisco Foods chief executive officer Mike Tristram in its Carole Park warehouse.

Photo: Rob Williams

# Taking on the world

## Ipswich-based business named as Premier's exporter of the year

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HE is the fifth generation to take the reins of the family business and Mike Tristram is busy planning ahead for the next 30 years for Trisco Foods, setting the stage for the next in line.

The slogan "Say Tristrams Please" will ring a bell for older Queenslanders.

The family established and ran the soft drink brand until it was sold to Cadbury Schweppes in 1976.

Started by Thomas Tristram in 1875, the family have been manufacturing food and beverage products for almost 150 years and his great great grandson is now the company's chief executive officer.

Trisco Foods was established after Tristrams was sold off and the company turned to manufacturing food ingre-

dients like syrups, toppings and bakery fillings, with a recent focus on producing dietary supplements for the aged care sector.

With a strong presence across Asia, the Carole Park based business is in "expansion mode" with a production facility in Colorado Springs opening later this year to service demand in the United States.

The business was named Premier of Queensland's Exporter of the Year for 2019, with its turnover heading towards \$40 million.

"I used to ride my skateboard up and down the warehouse but I don't do that anymore," Mr Tristram laughed.

"I was stacking pallets when I was 10 years old.

"I've been here since I was a kid. We were a little smaller back then when the changeover from Tristrams got shut down and the soft drink

(brand) got sold off and a small piece of that was maintained by Ian, my father."

Mr Tristram, 42, said Triscos deals with food franchises like Burger King, Hungry Jacks, Wendy's Supa Sundaes and Baskin-Robbins.

"You name it, we do something with them," he said.

"As far as exports are concerned, we cover the entire Asian region with the exception of a couple of smaller countries like Cambodia. Export-wise, our top three are China, the Philippines and Korea. The US is our largest (market) at the moment out of this (Carole Park) plant, which is on the health and well-being side of the business."

About 50 per cent of the business's products are exported.

The American factory will be the first based on foreign soil.

"That will manufacture a portion of the liquid thickener

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MIKE TRISTRAM

for the US," he said.

"Shelf life is an issue for this product and you want to maintain as much shelf life and being eight weeks on the water, it's a long time. That will assist that as well as diversifying risk. This is a product that's going to a vulnerable population, there's no alternative for it anywhere in the world. It's the only liquid thickener that we've found that works in the entire world.

"It's another big step. We're expanding into other markets across the globe with this product."

With two children and four nieces and nephews, Mr Tristram said there are "six poten-

tials" to take over the business from him.

"We're pretty strategically focused on what we call 'generation eight'," he said.

"I'm generation five. We're looking at this from an inter generational perspective. It helps us to make decisions about where we're going and what we're doing along the way. I've got a 30-year plan for when I retire.

"Between now and 2050, we've got stage-gate system of what we want to try and achieve along that pathway and some pretty big numbers on where we want to get to as far as turnover, and making people's lives better."

## Briefs

### Four people taken to hospital after crash

EMERGENCY services attended a two-vehicle crash on the intersection of School Rd and Lamington Drive at Redbank Plains on Thursday night. Four patients were assessed on scene and later transported to the Ipswich Hospital in a stable condition.

### Meeting for Yuggera Ugarapul People

AN URGENT authorisation meeting will be held for the Yuggera Ugarapul People at the Bill Hayden Humanities building, on the corner of South and Nicholas streets, Ipswich. The meeting will take place on November 2 and will run from 10am-2pm. Call Shale Thompson on 0411 173 903 to RSVP.

### Keep an eye on the skies

UP TO four F/A-18F Super Hornet aircraft from No. 1 Squadron will be conducting scheduled flying operations today. Two aircraft will depart RAAF Base Amberley at about 9am with the second two aircraft departing at approximately 1pm. The aircraft will depart the immediate area and remain airborne for between one and two hours before returning to base.

### Police Station trials Facebook page

THE Goodna Police Station has launched a trial Facebook page. The page "myPolice Goodna" can be found via a basic Facebook search. The aim of the page is to provide timely, locally-based information to the Goodna community, providing members the ability to engage with police online.

### Commodore, Mirage stolen

A HOLDEN Commodore and a Mitsubishi Mirage have been reported as stolen to Ipswich police. A grey Commodore sedan with registration 336 JLT and a red Mirage hatchback with registration 764 TYO were both reported as stolen on Thursday. If you have information for police, contact Polcelink on 131 444 or Crime Stoppers on 1800 333 000. Quote reference numbers QP1902091681 and QP1902095265.

## Appealing for help

FOLLOWING deaths on the Brisbane Valley Highway in August and October, Somerset Regional Council mayor Graeme Lehmann has launched a safety campaign for the road.

Cr Lehmann said the campaign was about highlighting the "substandard" State Highway 17 while appealing to motorists to stay safe and drive to the conditions.

"Somerset Regional Council is running messages on LED signs along State Highway 17 in Fernvale, Esk and Toogoolawah to let motorists know there are serious safety concerns with the road," Cr Lehmann said.

"Independent consulting engineers GHD has confirmed

SH17 does not have sealed shoulders of sufficient width to meet safe design standards.

"The minimum sealed shoulder width for a state highway carrying the volume of traffic that SH17 is carrying is one and a half to two metres, according to GHD.

"GHD has also confirmed rural highways with little or no sealed shoulders have a 1.7 times higher risk of casualty crashes than roads with two metre sealed shoulders.

"Sadly, we are seeing evidence of the higher casualty crash risk from recent events on SH17, and we appeal to the state to meet the minimum safe design standards for the road."



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