



LIQUID GOLD

A HEALTHY NEW WAY TO FUNDRAISE

Introducing LIQUID GOLD

Hill Nurseries Ltd was founded in 1994 by Graeme Hill, the son of a local farmer based in Hastings New Zealand. Graeme graduated from Massey University and after spending a number of years working for the family business, decided to follow his passion of growing vegetable seedlings.

Known then as the "Fruit Bowl" of New Zealand, the local growing area was home to one of New Zealand's most successful canneries - J Wattie Foods Ltd - now known as Heinz Wattie. It was for this cannery that Graeme set up his nursery, to grow tomato transplants required for the production of one of the canneries most successful products - Watties Tomato Sauce.

Since then, Hill Nurseries Ltd has grown to the size it is today, and now produces over 30 million seedlings each year for a range of customers located throughout New Zealand. Under Graeme's guidance, the company now proudly produces all the tomato transplants required today by Heinz Wattie and their team of growers, cementing a long and successful relationship with one of New Zealand's most successful brands.

In addition, the nursery now produces a wide variety of vegetable seedlings for other commercial growers, including lettuce, leek, celery, melon, broccoli, cabbage, and cauliflower. The nursery also produces a variety of native seedlings, mainly produced for other large native seedling suppliers. Forestry seedlings including eucalyptus and manuka are also produced on a large scale for bigger corporate foresters.

Hill Nurseries Ltd has developed their own mix of liquid fertilizer to produce the best plants possible. The mix was named **LIQUID GOLD** due to its consistent results in the nursery.

Graeme is an active local sports administrator and is a strong supporter of local schools. Therefore, Hill Nurseries Ltd decided to explore ways of contributing to the schools and clubs and has prepared a new authentically Kiwi Fundraising concept, **LIQUID GOLD** Liquid Plant Food, which is bagged and sold through schools and groups where the sale price is shared 50/50.

Fundraising is a tried and proven practice. This fundraiser works by setting an achievable goal of product to be sold in conjunction with the amount needed to be raised. Hill Nurseries Ltd works with the fundraiser in promoting **LIQUID GOLD**. The fundraiser has four weeks to sell the sachets and raise as much money as they can. Unsold sachets in good condition may be returned to Hill Nurseries Ltd, along with 50% of the sales total at the end of the four week period. The remaining 50% of the sales total remains with the fundraiser for their given project.



CONTAINERISED SEEDLING PRODUCTION

LIQUID GOLD

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