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## TAFCO Rural Supplies

WORDS JAMIE DURRANT

If there ever was a stand-out 'hero' business within Myrtleford's thriving rural community, it would undoubtedly be the iconic Tobacco and Associated Farmers Co-operative Limited (TAFCO Rural Supplies).

A 'true to life' Australian success story, TAFCO over the years has become a focal part of the Alpine Valleys region, not only having aided in the growth of Myrtleford and surrounds as a rural farming community, but also in the defining of a collective farming group, as an independent, forward-thinking community body; and one that contributes to the collective positive spirit of the local community.

TAFCO was formed in 1987 by local tobacco growers to function as an agricultural merchandising co-operative, servicing tobacco growers and other primary producers. With a broad horticultural base and a total membership in excess of 500 farmers, TAFCO's profits are equitably distributed amongst members and therefore remain within the local economy.

As well as providing a range of agricultural supportive products, TAFCO services its members with a commitment to being pro-active in the development of new farming and horticultural development opportunities. With the demise of the tobacco industry in 2006, TAFCO proved itself a forward thinker in outlook. In 2007, it became a key member of the Post Tobacco Action Group and successfully co-ordinated the Alpine Valleys Outlook Conference held in Myrtleford. Today TAFCO continues as an informed and vital 'connective cog' in the local agricultural chain, with key staff and/or directors represented on boards of organisations such as the Victorian Farmers Federation, Alpine Valleys Agribusiness Forum, Alpine Valleys Winegrape Growers Association, Myrtleford Chamber of Commerce and several additional local industry bodies.

With a current turnover in excess of \$3,000,000, TAFCO today stands strong as a leading regional co-operative supporting a wide range of producers; amongst them, winegrape, vegetable, hops, mint, rubus, nut producers and pastoralists. It services farmers with an extensive range of products including wire products, electric fencing, treated pine posts, fertilisers, oils and lubricants, water tanks, liquid gas, pet food and animal health products, not to mention their extensive range of horticultural products. In doing so TAFCO also able to save farmers valuable time and money via direct delivery of goods to their farms.

Servicing a wide area within the Alpine Valleys region including the Ovens, Kiewa and King Valleys, TAFCO Rural Supplies today remains a 'producer proud' organisation, pro-active and ever advancing; one that connects and supports the very heart of Myrtleford's and surrounding area's farming and community spirit.

15 Myrtle Street, Myrtleford, Victoria  
Tel. 03 5752 1800  
[www.tafo.com.au](http://www.tafo.com.au)

