



Agrisano Fresh

Established in 2017 in the Northern Adelaide Plains of South Australia, Agrisano Fresh was born from a feasibility study demonstrating the viability of a large horticultural development using high-tech plastic greenhouses outfitted with an innovative growing system developed by New Growing System (NGS) of Spain.

In partnering with JCLM Farming for its trial-phase strawberry centre in 2025, Agrisano Fresh secured a responsive, high-performing nursery capable of supplying premium plug plants and world-leading genetics.

After securing a site approved for 20ha of greenhouse operations at Mallala, 60 kilometres north of Adelaide, Agrisano invested significant capital into a Product Development Centre (PDC) and a state-of-the-art 2-hectare hydroponic facility and packhouse to produce leafy greens. Designed for efficiency, the greenhouse uses a fully hydroponic moving platform system to transport newly planted and mature crops from the greenhouse to the packhouse. In late 2024, Agrisano expanded its product development pipeline after identifying strawberries as a strong strategic market opportunity to investigate.

Its core operational objective for strawberries is to target a seasonal advantage by becoming the only South Australian producer to go to market during the difficult winter-spring period, outside the state's traditional growing window. A 1200m² greenhouse was constructed as a Varietal Trial Centre to trial strawberry varieties from the world's best breeding programs for the Australian market. This operation houses a combination of short-day and day-neutral varieties to optimise growing conditions for accurate evaluation. Along with the initial 2ha facility, this greenhouse is Australia's only fully enclosed, purpose-built strawberry greenhouse to use NGS technology.

The challenge: eliminating variables in a high-capital greenhouse

For its strawberry project, Agrisano required healthy, robust plants capable of performing in an advanced hydroponic system; a supplier willing to engage during the discovery and trial phases and access to genetics from global breeding programs that delivered strawberries with exceptional colour, flavour, and shelf-life.

Agrisano representative Ben Franklin became involved to expedite the nationwide supplier base search in 2025. From the outset, JCLM Farming stood out as the most co-operative, responsive and enthusiastic partner, quickly seizing the opportunity to be involved.

“In the high-stakes world of protected cropping, technology needs to be matched with the genetics feeding it. In managing the growing environment, it is imperative to eliminate the variables to focus on flavour, colour and size,” he says.

“We are sourcing most of our varieties through JCLM Farming and have been in discussions with (managing director) Jack Beattie about genetic development around the world and where opportunities might exist to bring new varieties to Australia. We’re looking for better attributes for our customers and how we can work together to make this a reality.



Hydroponic single-row strawberry cultivation at Agrisano Fresh

“We sourced plants from JCLM Farming for our first trial season in 2025 and, because Jack was so easy to work with, it made sense to partner closely on planning the 2026 season. Through our association, we learned a great deal about the varieties planted in 2025, as well as the performance differences between bare-root and plug plants sourced from various propagators. As a result, we increased our JCLM Farming orders for 2026 and took a more strategic approach to the varieties under trial.

“Good communication, high quality plants and reliable deliveries from JCLM Farming mean that we have eliminated some of the variables that we were working with in our first season. There has been a huge amount of effort, both with capital and human resources in setting up our trial facility and we need to ensure the results are based on good foundations that can be repeated in a commercial setting.”

While Agrisano sources material from nurseries Australia-wide as part of its risk mitigation strategy, JCLM Farming’s plug plant format has lived up to the Tasmanian propagator’s promise.

“If you are going to invest significant capital into a facility, it’s counter-intuitive to go back to bare-root plants. It costs more upfront to stock a facility with plug plants, but we’re finding JCLM Farming’s plants to be healthiest and best performing of all those we are supplied with.”

Access to the world's best genetics

Seven different genetic programs from around the world are represented in Agrisano's strawberry greenhouse. JCLM Farming provides the backbone for this diversity, delivering nine varieties from three distinct breeding programs (University of California's strawberry breeding program; the University of Florida strawberry breeding program in conjunction with Queensland's Department of Agriculture and Fisheries, and the Australian Strawberry Breeding Program) for the 2026 season.

"We plant multiple varieties with beneficial attributes driven by consumer and customer demands and combine them with innovative, advanced technology and our specific growing techniques. As we continue to fine-tune our varieties and analyse their seasonal advantages and how they work with our technology, we will end up with a much-reduced list."

Setting a benchmark for SA horticulture

The synergy between JCLM Farming's premium plant stock and Agrisano's cutting-edge NGS technology and growing systems – featuring an elevated gutter system and the ability to control the internal environment including through significant venting – sets a new benchmark for Southern Australian horticulture.

"For the trial site, we are using a single row system but are investigating the use of a rotational or oscillating gutter system. With JCLM plug plants, we can plant directly into the growing substrate in these gutters.

"In 2026, we received our plants in March, planted in April for harvest in June. We will soft launch the strawberry crop to gauge early market demand by introducing limited initial volumes before our first harvest of commercial quantities in the future.

"The alignment with JCLM Farming is clear. Agrisano's vision requires working closely with like-minded businesses that start with the end in mind, ie. understanding what consumers will be looking for in the future and then seeking to meet those needs in an innovative, efficient and sustainable way."



Stay connected!

-  jclmfarming.com.au
-  jack@jclmfarming.com.au
-  +61(0)429497223
-  "Cluny", 294 Dawson Rd
Ouse, TAS 7140 Australia