

# > Case Study



## LOWE FARMS:

Quality products deliver quality outcomes

### CUSTOMER PROFILE

**Farm:** Lowe Farms

**Location:** Lyndhurst, Victoria (with additional farm in Bundaberg, QLD)

**Crops:** Baby spinach, mixed leaves, rocket (multi-cut crops)

**Farm size:** 600 acres in Victoria

**Team:** ~30 staff

**Established:** Family owned since 1986



### ABOUT LOWE FARMS

Lowe Farms is a long-standing vegetable producer established more than 40 years ago by the Lowe family. Operating out of Lyndhurst, and led by founders Peter and Rhonda Lowe, and their son Andrew, the farm produces high-quality leafy greens including baby spinach, mixed leaves and rocket — crops that are cut multiple times to maximise yield and efficiency.

With around 600 acres in Victoria, and an additional Bundaberg (QLD) operation, Lowe Farms supplies wholesale markets, servicing restaurants across Melbourne and Sydney, as well as fresh produce channels such as UMade Group for juice production.

The business is built on consistency, quality and strong growing practices — producing at full capacity with demand often exceeding supply.

### THE CHALLENGE

Producing delicate leafy greens at scale requires highly controlled soil performance and resilience across changing conditions.

Lowe Farms faces several ongoing challenges:

- Managing the impact of adverse weather conditions on soil structure and nutrient retention
- Preventing nutrient leaching in high-turnover cropping systems
- Maintaining soil health across repeated crop cycles
- Protecting crops from environmental pressures (e.g. pests such as wood ducks)
- Ensuring inputs are reliable, clean and consistent.

For multi-cut crops like spinach and rocket, maintaining soil quality is critical to sustaining yield across each harvest cycle.



## THE VALORIZA SOLUTION

Lowe Farms incorporates Valoriza's AS 4454-certified soil conditioner into its soil management program, stockpiling annual volumes to ensure consistent availability throughout the year.

As one of the early adopters of Valoriza's product, Peter Lowe values its ongoing reliability, consistency and performance.

The soil conditioner is applied as part of crop preparation, where Lowe Farms grows a green crop and integrates the soil conditioner to improve the overall health and structure of the multiple acres of Lowe Farms.

## RESULTS FOR LOWE FARMS

Valoriza's soil conditioner delivers Lowe Farms with key operational benefits:

- More consistent crop regrowth across multiple cuts
- Improved nutrient retention and reduced leaching
- Stronger soil structure and long-term soil condition
- Increased growing efficiency
- Ability to plan ahead with stockpiled, reliable supply.

By maintaining soil in optimal condition, Lowe Farms can improve future yields while sustaining current production levels.

## BENEFITS FOR SOIL HEALTH

Healthy soils are the foundation of productive, resilient farming system with intensive cropping schedules.

Valoriza soil conditioner supports Lowe Farms by:

- Increasing organic matter and improving soil biology
- Enhancing soil structure and workability
- Supporting moisture retention during variable conditions
- Encouraging beneficial activity (e.g. worm presence)
- Regenerating soils for future crop cycles.

## CLOSING THE LOOP

Food and garden organics collected from southeast Melbourne communities are processed by Valoriza and transformed into nutrient-rich soil conditioner.

That product is then used by vegetable producers like Lowe Farms to produce fresh, high-quality vegetables for Australian markets.

From community organics to leafy greens — closing the loop in a truly circular system.





Valoriza's soil conditioner holds nutrients in the soil and improves our ground condition's longevity to help us grow better crops year after year. We rely on the product's quality, availability and consistency to support Lowe Farms operate efficiently and effectively at scale.

Peter Lowe  
Founder, Lowe Farms

## BENEFITS FOR LOWE FARMS

By using a high-quality, recycled organic soil product, Lowe Farms is helping deliver:

- Consistent, high-quality leafy greens
- Improved long-term soil productivity
- Contribution to the local circular economy
- More sustainable, regenerative farming practices.

Consumers benefit from fresh produce grown in healthier, biologically active soils.

## ABOUT VALORIZA

At Valoriza, we believe resource recovery can and should deliver more. More performance. More accountability. More lasting value for the communities we serve. That belief drives everything we do. We combine disciplined operations with an absolute determination to raise the bar – building systems designed to perform and standing behind them when it counts. By turning waste into worth, we strengthen local communities, improve soil health and reduce emissions. Creating measurable impact where it matters most. Grounded by our advanced organics processing facility in Dandenong but built to grow, Valoriza is proving that recovery can be done better.

## TALK TO US

To discuss **gate fees, material suitability, volumes or operational requirements**, please contact:

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