

BLUE MOON FRUIT CO-OP

Blue Moon started off in the 1920s as Southern Victoria Pear Packing Company and rapidly expanded to supplying everything needed for an orchard, sprays, fertilizers, wrapping paper, hardware including plumbing fittings. They eventually were a fully integrated organization the logs came in Cottage Street Blackburn were made into cases packed in the packing shed in the Mary Street area and then sent by rail or road to their destination. They had branches in all the main fruit growing areas in Victoria and also some interstate. In common with Blackburn Cool Stores they had rail spur so that they rail trucks could come alongside the back loading platform and the fruit loaded direct into the rail trucks. At their peak they were easily the biggest pear exporter in Australia. Their apple brand was Red Moon.

They had a representative permanently stationed in the U.K. selling to France, Germany, England and a few to the Scandinavian countries.

The directors were Frank Moor, N. Lawford and Doug Whitten

The overseas representative was Garford.