



Grower profile
Name Paul and Rochelle Shain
Location Carnarvon
Property size 12.5ha
Enterprises Beans, capsicums, eggplants, chillies tomatoes and zucchinis

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Paul Shain



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Paul Shain is a second generation vegetable grower in Carnarvon. Purchased by his parents, Veljko and Marija Shain (dec), back in 1961, Paul worked on the family property whilst growing up before being shipped off to boarding school.

After a short stint at University in Perth he chose to move back to Carnarvon to the family property in 1990, at the time the plantation was predominantly producing bananas, mangoes and avocados, he chose to take a different path and his aim was to reintroduce vegetable production back into the paddocks.

Paul met his wife, Rochelle, in 1991 and they married in 1995, they have three sons Lachlan, Declan and Christian and one daughter Madeleine.



Paul starts planting a little later than most of the Carnarvon growers — around the end of March, start of April — harvest of certain crops begins in June/July.

“The Carnarvon growing season is different to Perth, so we generally have a different market to the Perth producers. But unfortunately that doesn’t stop produce coming in from the eastern states, even overseas.”

Paul believes disease, an increase in cost of production, an uncertainty of prices, and irrigation water security/availability are the main issues of concern for Carnarvon growers. However, he does note that “spikes in price are higher these days. We are not necessarily getting any more money for a product across the season, but when produce is short there is an exaggerated spike.”

He also recognises that the chain stores are a lot more connected with growers in today's market. “The chains have a lot more grower contact rather than just with the market agents. They can move a lot of product and can assist with price reductions and specials to consumers which in turn eases oversupply

on market floors and keeps produce fresher at the point of sale.”

Shortly after he returned to the property, Paul built the first ever commercial greenhouse in the Carnarvon region in 1993. He began growing continental cucumbers where he saw a gap in the market as there was only a handful of growers Australia wide. In the mid 90s they started to supply cucumbers to Woolworths through Carnarvon’s Love Apple marketing group. These days Paul grows a variety of vegetables including beans, capsicums, eggplants, chillies, tomatoes and zucchinis and during the warmer months a variety of melon crops.

Unfortunately, in the Carnarvon floods of December 2010 all of the Shain’s structures and crops were destroyed, the front paddocks that were filled with melons at the time were washed away, as were structures were filled with cucumbers, tomatoes and beans. What followed was massive investment of soil replacement, machinery work and infrastructure repairs (which continue to this day) which have had a damaging effect on production over the last two and a half years.

When Paul isn’t growing he enjoys spending time with his family and fishing at the beautiful spots around Carnarvon. 

