

# Mamas That Rock

**MUMMA MELINDA IS NOT ONLY JUGGLING A DEMANDING CAREER FOR THE BETTERMENT OF HER YOUNG FAMILY – SHE’S DOING IT FOR THE BETTERMENT OF OUR FAMILIES AS WELL. MELINDA’S BUSINESS, SUPER SPROUT, IS HELPING US SNEAK HIDDEN ORGANIC FRUIT AND VEGIES INTO OUR KIDS AND WE LOVE HER FOR THAT! MELINDA IS MUM TO JESSIE (5) AND MARRIED TO CRAIG WALLACE.**

## Business

### TELL US ABOUT YOUR BUSINESS/CURRENT ROLE?

I am the CEO of Super Sprout. Super Sprout produces all Australian, 100% pure fruit and vegetable powders, which are nutrient rich and just as good as eating fresh. Now it is easy and convenient to get your daily allowance of fruit and vegetables, as you just scoop and add Super Sprout into all of your favourite meals. Great for parents with fussy eaters in the household, and those who are fighting disease.

The most unique part of Super Sprout and the thing that sets us apart from any other food company in the world, is that we grow our own sprouts, manufacture and then retail them all over the world. There are few Australian food businesses that have control of their entire supply chain and, in particular, keep it all-Australian. You would be amazed at how much of the food we eat is imported and then marketed by so called “health” food companies. Super Sprout produces food that you can really trust.

Most of the food we produce is Australian Certified Organic, which means you are getting the purest and finest form of food available.

Super Sprout allows everyone to turn his or her food into super food!

### WHERE DID THE CONCEPT FOR THIS COME FROM?

It originally came from my father discovering that feeding Thoroughbred race horses by home grown wheatgrass sprouts improved their performance. He reasoned - well if horses are going to get this extraordinary benefit, why not humans? And he also understood the unbelievable goodness of sprouts.

Hence the name “Super Sprout”, which I developed when he and I were discussing the concept 6 years ago. We now grow Broccoli, Barley Grass, and Wheatgrass sprouts and soon to be released Kale sprouts - along with supplying 7 other varieties including Beetroot, Carrot, Ginger, Lemon, Apple, Blueberry and Strawberry

### WHAT’S YOUR BUSINESS BACKGROUND?

I come from a corporate background where I held management positions in a variety of large organisations focussing on business strategy, planning, market research, corporate planning and corporate governance.



### WHO WERE YOUR MENTORS ALONG THE WAY?

I was privileged to work under a couple of very good Managing Directors and CEOs – but my greatest mentor was my father who was a self made man, rising from poverty to live the Australian dream, through hard work determination and being a true visionary.

## Home

### WHAT TIME DOES A TYPICAL DAY START FOR YOU?

I actually don’t have a “typical day” any more. My life is dictated by not only strategic priorities of a number of business interests (now that my father has passed away) but also to support the day to day decisions of the amazing team of people I have around me. I have a few different offices now, and work each day where I am most needed. The most I plan is a week ahead.

I am very active with my daughter’s “drop-off” and “pick-up” times at school, and take her to one extra curricular activity during the week.

### WHO DOES THE COOKING AND CLEANING AT YOUR HOUSE?

I am extremely lucky that my husband Craig cooks better than most chefs at 6 star restaurants. Really, his cooking is superb. He does love it, and he uses it as a real creative outlet. He is constantly experimenting and most of the time it works out!

I do most of the day-to-day cleaning and housework and I have a fabulous cleaner who visits once a fortnight.

### IF YOU HAVE 10 MINUTES TO YOURSELF, WHAT DO YOU DO?

I have a cup of tea.

## Kids

### WHAT DO YOU DO FOR CHILDCARE?

It is Jessie’s first year of school. In previous years she went to pre-school 4 days per week, and childcare three day per week which was the best thing I ever did for her. She was so “school ready”!

### DO YOUR KIDS DO MANY EXTRACURRICULAR ACTIVITIES?

Jessie does gymnastics once a week and we are about to enrol her in swimming this summer as another activity through the week. She is still young, so we want the activities to be paced up slowly.

### WHAT DO YOU DO FOR FUN AS A FAMILY?

Going to the beach, camping, bike riding, going to markets.

## Fun

### WHAT IS YOUR FAVOURITE THING TO DO FOR DATE NIGHT WITH YOUR PARTNER?

Date night? What’s that? (Just kidding – going to see live music).

### WHAT IS YOUR FAVOURITE GOLD COAST PLACE?

I am in love with this city – it has been my one constant and true home since I was very young. I would never be able to pick my favourite place, there are just so many!

### HOW ABOUT FAVOURITE PLACE TO EAT OUT AS A FAMILY?

At the moment it is Miami Marketta

## Girl stuff

### WHERE DO YOU HEAD TO WHEN YOU GET TIME FOR A GIRLS’ NIGHT OUT?

That’s a secret!

### WHAT IS YOUR BEST BEAUTY TIP FOR MUMS?

Eating well is the key to inner beauty, which then shows on your outer beauty. If you don’t take the time to eat well it is on display not only on your waistline, but in your face, eyes, energy levels and ultimately your disposition.

### FAVOURITE PLACE TO SHOP?

Anywhere that sells shoes

## Tips

### MUST-HAVE PARENTING TIP OR TOOL?

Don’t let anyone tell you that it is OK to feed your child bad food “just this once”.

### CAN YOU SHARE ANY TIPS ON FINDING THE RIGHT BALANCE AND THAT JUGGLING ACT?

When I am spending time with my husband and daughter I am not working, so I do this as much as I can. Of course where would we be without spending quality time with our girlfriends as well!

### HOW DO YOU STAY MOTIVATED?

That’s a really easy question to answer for me. I know from my customers that Super Sprout is making a real difference in people’s lives. We transcend just being a food company. We offer advice and tips on lifestyle and inform people about the truth about the food they eat and the industry as a whole.