I'm Michael Cairns. I'm a seventh generation Tasmanian. We basically produce a very high quality range of fudges and then we send those all over Tasmania and also to Victoria. Why Bruny Island? Because we looked around and this fifty acres came up on Bruny going down to the sea and I just saw a future business opportunity. It's the most beautiful island twenty minutes from the capital of Hobart.

We've got about twenty varieties of fudge that we make. The most popular is still the original dark, then caramel, then hazelnut. We also make truffles. We make rocky road which we're told is the best rocky road in Australia. Tasmanians like high quality in food. We're not the snappiest dressers and we may not have the most fantastic homes, but when it comes to what goes on that table, everything that goes on that table is A1, first class.

Coming from a farming family, I actually wanted a business that was going to actually use as much Tasmanian dairy produce as I could. We have a saying in our business which is everything is made in Tasmania except for the money. I basically started by getting Tasmanian cream, Tasmanian butter, the sugar and the glucose of course aren't, but they are produced in Australia. The chocolate sauce from Cadburys because it's actually made in Tasmania again. The coffee and walnuts, we get the walnuts from Websters who are growing walnuts in Tasmania. We then ice the product with a chocolate topping and then we heat seal it. We were the first people in the world to heat seal confectionery and that means that gives it a five year shelf life with no preservatives in it and that's very important.

I think that the way my business has really influenced other businesses or other people is the fact that it's that you can start with a saucepan and $3000 and you can actually build a multi-million dollar out of it. Country boy, finished high school, no tertiary education. If you really want to do it, you can do it. And I still go back and give motivational talks at my school and things about just get out and have a go. You have to believe in your product. So I can hold up a box of our fudge and I can honestly say, "We make the best fudge in the world." And I know we do. I don't believe it. I know we make the best fudge in the world and if you hesitate at all with all the products you're making, your business will fail. You have to believe in yourself and you have to believe in your product. If you can honestly do that, you'll succeed. You'll definitely succeed. Yourself first, the product second.