

Ebenezer Tredgett / Edward Turner

Upon arrival he set about establishing a home and work in his first year (1885).

In February 1886 he opened a florist shop which he ran for ten years. Through the tenure he added fruit and vegetables as well. Being a nurseryman at heart he also bought land out in the country to set up an orchard but as folk say "location location location". No surprise it didn't succeed due to being 35 miles away from the city with roads that did exist.

As one would expect Edward Turner's modus operandi was an exact copy of Ebenezer Tredgett's methods. Weekly newspaper adverts, attendance at horticulture shows as an entrant and judge and supply of community events with flowers. Having established himself as a businessman and made many contacts Edward maintained the store until February 1896.

In the ten year span Edward's business connections showed him a business model different to that in Cambridge. At the time the wider Auckland community connected growers with retailers via wholesale auctioneering businesses. Edward saw this business model and decided to leave retail and become a part of the new business form.

To do so he entered into a business partnership with a wholesaler of produce thus becoming a middleman between growers and retailers. Bad blood led to the partnership folding within twelve months.

Twelve months later with his licence and experience gained he went looking for work as a general auctioneer. For four years he auctioned just about anything.

In 1902 he changed tack. Taking his auctioneering skills and returning to the produce wholesale trade he opened up a new business. It is this business that was the precursor to the international exporter who gave the world the Kiwifruit.