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**FRESH MARKETS  
AUSTRALIA**





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# Contents

<b>ABOUT US</b>	<b>3</b>
Message from the Chair	3
About Fresh Markets Australia	5
Board Structure	6
Fresh Markets Australia Policy Position	8
<b>INDUSTRY NEWS</b>	<b>10</b>
Perishable Agriculture Goods Inquiry	10
Central Markets at ABARES Outlook 2022	11
Independent Fruit and Veg Shops prove a better choice during supply shortage	12
Foundation has far reach	13
New era for Brisbane Markets Limited	15
Award Goes West	16
Tighe recognised for years of service	17
Queensland's fresh produce supply chain springs to action post floods	19
Fresh State and FareShare partnership	19
Reflecting on winning the industry's biggest marketing award	21
Industry comes together!	22
Fair Farms - the Australian solution	24
FreshTest® – 21 years supporting industry	26
Freshcare	29
<i>A better choice!</i>	32
<b>CENTRAL MARKETS</b>	<b>34</b>
<b>BRISMARK</b>	<b>36</b>
Brismark in brief	36
Pit Stop raises health awareness   Awards reinforce safety message	37
<b>SOUTH AUSTRALIAN CHAMBER</b>	<b>38</b>
SA Chamber in brief	38
<i>A better choice!</i>	39
<b>FRESH STATE</b>	<b>40</b>
Fresh State in brief	40
Official launch of 40-Year Celebration wall   Fresh State Coffee Cart	41
<b>MARKET WEST</b>	<b>42</b>
Market West in brief   Market West Credit Service	42
Charity Cherry Auction   Market Operations   <i>A better choice!</i>   Market Pricing and statistics   New LPG Facility	43
Perth Markets Ball & Retailer of the Year   Perth Markets Golf Day	45
<b>FRESHMARK</b>	<b>46</b>
Freshmark in brief	46
<b>WHOLESALE DIRECTORY AND OTHER BUSINESSES</b>	<b>49</b>

## FRESH MARKETS AUSTRALIA – ANNUAL EDITION 12

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## Message from the Chair

Last year I predicted that the coming year would be daunting, and I was confident that we were up to the challenge if we continued to work together. I was confident the coming twelve months would be our best year yet.

Just like the years before the pandemic started, the horticulture industry experienced the supply of some fruit and vegetables being impacted by droughts, floods, cyclones and bushfires, while other produce groups experience good and even over supply. They have seen the impacts on demand caused by the GFC, high interest rates, low interest rates, super foods, whole foods, big events and the popularity of cooking shows.

The pandemic has been yet another disruptor.

While the pandemic is changing the way we work and trade and how we interact with each other, the rule of supply and demand is the constant and continues to be the foundation of the central markets supply chain. Wholesalers and growers good working relationships, some decades long, continue with the flow of information about changing demand and supply. The diversity of central markets supply chain customers means that produce can be marketed widely and not exclusively to one sector.

We can be proud of the way our sector of the industry has continued to operate during the pandemic and while there is no sure way to overcome fluctuating supply and demand, there is no formula, no magic process, there is one thing, resilience. The know how to adapt to environmental and economic challenges. Our sector manages risk every day and have done so for decades.

Over the past two years FMA's organisational structure strategy has been to build on our standalone footing. FMA is funded through a membership model with the balance received from earned revenue from our initiatives that focus on our 'for industry by industry' principles. FMA is on a good financial footing and this financial stability underpins the ability to deliver strategic objectives and work for the good of the industry and our members.

With that backdrop, FMA, as the central market wholesale sectors' national industry organisation, has kept an even keel – working smoothly and steadily to benefit our sector and the horticulture industry generally.

### Industry Commitment

FMA is committed to promoting and protecting the central market wholesale sector and its supply chain through partnerships, stakeholder engagement and advocacy.

Our relationship with the State Chambers is very strong and we work together to deliver key FMA initiatives, FreshTest and Telecommunication Services for industry. We have a continued joint focus on building strategic, strong and active industry stewardship.

Our strategic partnerships remain strong.

Our partnership with the Central Markets Association of Australia under the banner 'Australia's Fresh Produce Markets' continues to strive including the collaboration with Hort Connections and the National Independent Retail Program – *A better choice!* Hort Connections 2021 boasted a new look display stand which really did showcase our sector with wholesalers from all central markets on display. We even won the Best Designed Stand award!

The *A better choice!* program won the horticulture industry's coveted Marketer of the Year (MOYA) award, demonstrating the joint effort is kicking goals.

FMA made a strategic investment in FreshTest to meet the challenge of being digitally ready to support industry 24/7 by introducing a new business portal with enhanced functionality and data security to deliver practical end user transparency.

FMA continues to build stronger external engagement with industry including:

- federal and state government policy makers and regulators,
- grower bodies,
- supply chain support organisations,
- research organisations, and
- food safety standard owners.

I want to emphasise the ongoing relationship between Toyota Material Handling and FMA. Over the past 12 months their ongoing support has delivered great value to our sector.

FMA actively invests time and effort engaging with the ACCC to actively articulate the central markets supply chain trading environment within the regulatory framework of the Horticulture



Code of Conduct. We appreciate the engagement between FMA and the ACCC.

I am pleased that FMA has been offered membership of the ACCC's Agriculture Consultative Committee (AgCC) for a two-year term covering 2022 and 2023.

As an action from the Perishable Agricultural Goods Inquiry, the ACCC conducted random audits to examine the compliance of central market wholesalers with the Horticulture Code of Code in late 2021. Some grower bodies in their submissions to the Inquiry suggested that wholesalers were trading without HPAs.

No enforcement action has been taken by the ACCC against any of the wholesalers who were subject to a random audit.

**It is sound business practice for central market wholesalers to have a HPA in place. It is a shared responsibility of the wholesaler and grower, providing clarity in the trading relationship.**

FMA's state industry bodies have followed up with their Members and have and will continue to conduct re-fresher training about the requirements of the Code. Given the disruption and distractions for business owners over the past few years, it is timely and appropriate to have some follow-up at this time.

It was a privilege to speak for FMA at the ABARES Outlook 2022 Horticulture session on meeting cost challenges to deliver for Australian consumers. This was a great opportunity for the central market wholesaler sector to be recognised for its role as a vital link in the horticulture supply chain. The ongoing engagement between FMA and ABARES has cemented a good industry connection. See more about the ABARES Outlook 2022 on page 11.

FMA has led a consortium of its state industry bodies, industry-led markets and Hort Innovation which has been successful in receiving a grant under the Governments' \$5.94m program to improve market transparency across perishable agricultural goods supply chains. This is a three year project that aims to deliver a Verifiable Market Price Reporting scheme called FreshData.

The project will have a sound overarching governance that will oversee a strong data governance structure. There will be significant consultation and engagement across the supply chain

from wholesalers to growers. We encourage all stakeholders to engage with the FreshData as the project develops. We also thank each of the consortia members for their contribution and look forward to a successful collaboration.

FMA has a policy position on food safety and recently developed a position on HARPs. We support Freshcare and congratulate their 2030 Vision.

We have had a strong voice through membership of the FSANZ Horticulture Standards Development Advisory Group and the engagement about the proposed standard for berries, leafy vegetables and melons. There has been important advocacy with regulators in state jurisdictions to use existing food safety certification to underpin compliance with the proposed standard to limit the financial impact to industry.

## Conclusion

In conclusion, I would like to say that working with our industry partners and sponsors to achieve great results has been a cornerstone of the past year.

I would like to thank the coalition government for the funding of the improving market transparency grant and for approving the FMA FreshData project application. We look forward to engaging with industry over the next three years and I encourage all stakeholders to participate.

In the past year we have farewelled executive director James Kellaway and had the pleasure of welcoming Meegan George to the FMA Board.

On a personal note, I look forward to 'connecting' with the people of the industry at my first Hort Connections in three years as lockdown robbed Victorians of the opportunity to attend in 2021.

I would like to thank everyone who has made this past twelve months the year of growth it has been. Every State Chamber has given it their all and the results speak for themselves

**Shane Schnitzler**  
Chair,  
Fresh Markets Australia





# About Fresh Markets Australia

The Fresh Markets Australia (trading name of The Australian Chamber of Fruit and Vegetable Industries Limited) or FMA for short, is the national organisation representing each of the five Market Chambers, which themselves are organisations which represent the fruit and vegetable wholesalers located in each of Australia's six central Markets (Brisbane, Sydney, Melbourne, Adelaide, Perth and Newcastle).

In total, the organisation represents in excess of 400 Market wholesaling businesses. Market wholesalers are involved in the sale of some 50-60% of the fresh produce sold across Australia in servicing the requirements of fruit and vegetable retailers, secondary wholesalers/providores, foodservice industry businesses, processors, exporters and the public. Thousands of growers supply to businesses within the Central Market system. The total turnover of businesses in the Central Markets exceeds some \$7 billion annually.

## Our Mission

To be a highly effective and professional national industry organisation facilitating the marketing and distribution of fresh produce in the best interests of Member Chambers as a group and the Wholesaling sector of the fruit and vegetable industry.

We will exhibit excellence in representation and service; the facilitation of networking between representatives from Member Chambers and Market Wholesalers from around Australia with a commitment to the Central Markets System and the fruit and vegetable industry.

## Our Values

Our values are those things that are important to us; what we stand for. They are the principles, the standards, and the actions that people in our organisation represent and which they consider inherently worthwhile and of the utmost importance. We will exhibit behaviours which reflect the values.

- Encourage teamwork
- We foster accountability
- We are open in our communications
- We treat people with respect and integrity

## Our Aim

We will strive at all times to further the interests of our Members and to represent and enhance the Central Market System. We will support the Central Market System to be the preferred choice of customers and potential customers seeking the best means of marketing, distributing or acquiring fruit and vegetables in Australia.

## Strategic Imperatives and Plans

- Provide support services through our Members
- Provide a national position on industry and government issues
- Provide industry statistics and information
- Enhance the image of Fresh Markets Australia, our Members and the Central Market System
- Improve the functionality of Fresh Markets Australia
- Improve the strategic capacity of Fresh Markets Australia

## FMA Members

### Brisbane



### Melbourne



### Sydney



### Adelaide



### Perth





## Board Structure

The Members of Fresh Markets Australia (FMA) are the five State industry bodies located in Brisbane, Sydney, Melbourne, Adelaide and Perth Central Markets who each represent their respective Wholesaler Members. The operations of FMA are directed by the Board and the Company Secretary (who is also the General Manager).

There are five Non-Executive Directors and five Executive Directors. The Chair and Deputy Chair are appointed by the Members at the Annual General Meeting.

### Our Board

(as at 31 March 2022)



**Shane Schnitzler**  
Chairman

Shane is committed to ensuring the longevity of the fruit and vegetable industry and independent sector in Australia. Shane has extensive experience in the fruit and vegetable industry with over 35 years' involvement, thirteen of those years within the retail sector. He holds a BBus. and has been the President of Fresh State Limited for over eighteen years. Shane is the FMA Chairman, holding the position since 2006. He is a strategic leader and played an active role in the creation of the *A better choice!* program, which drives support to the independent retail sector, ultimately sustaining the central market system for years to come. Since 2014, Shane has jointly owned and operated Produce Time P/L, a wholesaling business at the Melbourne Market.



**Hamish Montague**  
Deputy Chairman

Hamish has been involved with the fruit and vegetable industry for over 25 years and has been an Executive Director of Montague since 2004. He has held Directorships on various industry bodies and is currently a Director of Brismark, private companies and is General Manager of Montague Queensland a leading wholesaling, logistics and pre-packing business in the Brisbane Markets.



**Mark Brougham**  
Non-Executive Director

Mark operates a produce business in SA Produce Markets as Managing Director, M & C Brougham Pty Ltd since November 1992. Over the course of the last decade he has been involved with the SA Chamber as Committee member of SA Chamber since 2009; Director Credit Service (SAPC) since February 2012; Vice President of SA Chamber 2013 – 2017 and President of SA Chamber 2017.



**Trish Skinner**  
Non-Executive Director

General Manager of Australian Produce Brokers in the Perth Markets, a leading fruit and vegetable wholesaler since 1996. President of The Chamber of Fruit and Vegetable Industries in Western Australia, Director of FPAA Credit Service Pty Ltd, Chair of Perth Markets Group Limited and a director of FMA.





**Harry  
Emmanoilidis**  
**Non-Executive  
Director**

Harry is a second generation fruit and vegetable wholesaler with over 25 years in-market experience and a near 50-year family contribution to the industry and holds the position of Director and Head of Operations at Akropol. Harry has been a member of the Market Industry Committee (MIC) for over 10 years serving for the former NSW Chamber of Fruit and Vegetable Industries and is a current Freshmark Board member and representative for Freshmark on a national level. Harry is committed to protecting, promoting and growing the Australian fresh produce industry.



**Andrew  
Young**  
**Executive Director**

Andrew has a history of employment at a senior management level with extensive experience in policy and strategy formulation, service development, Market operations and development and industry representation. He is currently CEO of Brismark, and Brisbane Markets Limited. Andrew is also a Director of both Brisbane Markets Limited and Perth Markets Group Limited. His experience in the fresh produce industry includes engaging with relevant stakeholders at a State and Federal level and addressing national issues through both FMA and CMAA. He has had an active involvement in addressing issues impacting on the wholesaling sector of the horticultural industry and has conducted extensive research on Central Markets in Australia and parts of Asia, Europe and the USA. He played a leading role as part of the project team responsible for what became the successful bid to purchase the Brisbane Markets and as CEO, coordinated the seamless transition of ownership of the Brisbane Markets site to BML.



**Rod  
McPherson**  
**Executive Director**

Rod joined Market West as CEO in 2015. Initially, he played a leading role in the successful industry bid to buy the Perth central markets from the State Government. Prior to that he spent 5 years at the Perth Market Authority as Manager Finance and Administration. Rod works closely with Perth Markets Group Ltd and Market West Members on site and industry matters including as Chair of the Market Operations Sub-Committee. Rod spent many years in community sport including the WA Football Commission and WA Turf Club.



**George  
Giameos**  
**Executive Director**

George has over 30 years employment in the fruit and vegetable wholesaler industry. He is the General Manager of the SA Chamber of Fruit and Vegetable Industries Inc, SA Produce Credit Pty Ltd and a director of Market Fresh SA Pty Ltd.



**Jason  
Cooper**  
**Executive Director**

Whilst relatively new to the fruit and vegetable industry, Jason has brought to his role considerable knowledge in relationship management and stakeholder engagement, with over 25 years' experience in senior roles in industry sectors including Telecommunications and Leisure and Entertainment. Jason is the Chief Executive Officer and Director of Fresh State Limited and Executive Director on the Board of Fresh Start Holdings.



**Meegan  
George**  
**Executive Director**

Meegan has more than 20 years of international experience in global custody, financial planning, insurance and superannuation, with the last ten years specialising in membership associations. Meegan is a fierce member advocate and has led a suite of transformational initiatives in commercial and not for profit environments that help organisations grow and maintain relevance despite competitive, ever-changing market conditions. Meegan's current role is the CEO of NSW Chamber of Fresh Produce (trading as Freshmark).



**Gail  
Woods**  
**General Manager  
/Company Secretary**

Gail has worked on behalf of the wholesalers for close to a decade, as General Manager for Brismark and now General Manager of Fresh Markets Australia. She is a CPA with over 30 years' experience operating within executive management teams in multidisciplinary corporate positions with extensive experience in the functions of financial and management accounting; human resources; facilities and asset management; information technology; operations; risk and project management. Gail is a Freshcare Director and Chair of the Freshcare Finance Risk and Audit Committee and company secretary for various companies.



# FMA Policy Position

Fresh Markets Australia has a number of underpinning policies that support the organisation and has further developed policies on issues that arise from time to time.

## Industry Self Regulation

Fresh Markets Australia opposes any form of specific Government intervention and/or regulation of Markets Wholesalers on the basis that it is anti-competitive and discriminates against one sector in the fruit and vegetable industry.

However, Fresh Markets Australia strongly supports industry self-regulation, including codes of practice.

## Terms Of Trade

Fresh Markets Australia supports the use of documented terms of trade, which include the method of doing business, price determination, supplier obligations, transfer of title and risk, payment terms, non complying produce and dispute resolution.

## Dispute Resolution

Fresh Markets Australia encourages all Wholesalers to have an internal disputes resolution procedure, which they publish in writing.

Suppliers and other industry participants are encouraged to attempt to resolve the dispute directly with the Wholesaler in the first instance.

In the event that the dispute cannot be resolved, either party is encouraged to contact the Chamber in the Markets where the Wholesaler is located.

If the relevant Chamber cannot resolve the dispute to the parties' satisfaction the parties are advised to seek resolution of the dispute under The Horticulture Code of Conduct.

## Food Safety And FreshTest®

Fresh Markets Australia supports Wholesalers, suppliers and buyers adopting procedures that seek to improve food safety in the fruit and vegetable industry, in particular the adoption of independently audited HACCP based quality assurance schemes.

Fresh Markets Australia as an owner Member of Freshcare recommends this as the industry standard for all growers of fresh produce and supports Wholesalers in encouraging their suppliers to be Freshcare certified.

Fresh Markets Australia encourages all Members, Wholesalers, suppliers and buyers to support FreshTest®, the industry standard and most cost effective and comprehensive testing program in the fresh produce industry.

## Product Specifications and FreshSpecs®

Fresh Markets Australia supports the use of uniform product standards for fresh produce and recommends that Members and Wholesalers support FreshSpecs® as the industry standard for class one (or equivalent) produce.

## Quarantine Requirements

Fresh Markets Australia supports quarantine restrictions imposed by a Government regulatory authority, which have been adopted to prevent or control any pest or disease outbreak, and which limit the movement and sale of fresh fruit and vegetable products.

## Promotion

Fresh Markets Australia is supportive of promotion of the Central Market system and the benefits of fresh fruit and vegetables for a healthy lifestyle. Member Chambers are encouraged to participate in promotions at local and national level, particularly where this includes supplier and buyer involvement. Cooperation between Members of Member Chambers on national promotions is encouraged.

Where Wholesalers contribute financially to promotions, their contributions should be matched by contributions from suppliers and/or buyers and the Wholesalers should have meaningful representation on relevant committees that direct campaigns and the expenditure of promotion funds.

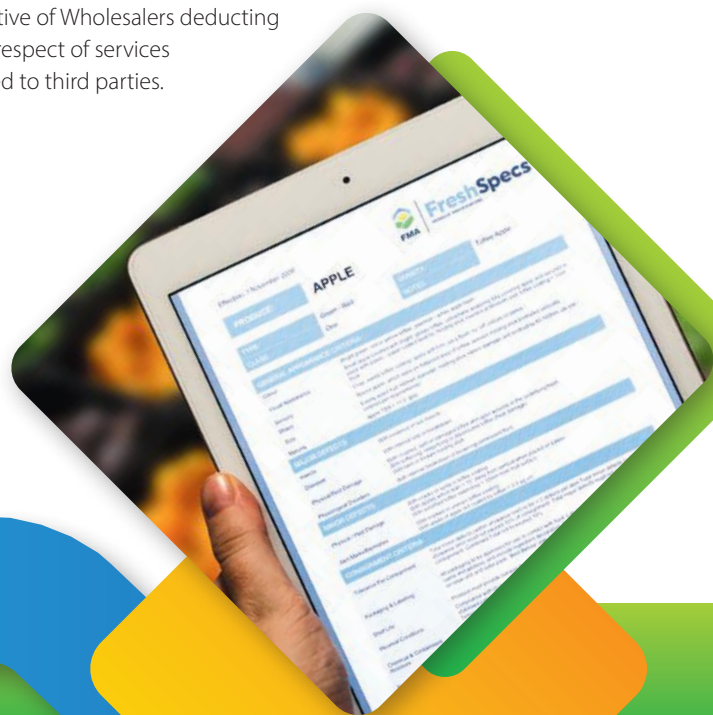
Cooperation with contributing suppliers and supplier groups on individual product promotion is encouraged.

## Levies

Fresh Markets Australia is supportive of Wholesalers receiving a fee for the deduction, accounting and remittance of compulsory levies.

## Fees For Services

Fresh Markets Australia is generally supportive of Wholesalers deducting fees in respect of services provided to third parties.



## Goods and Services Tax

Fresh Markets Australia opposes the broadening of the GST which would result in the removal of the exemption from fresh fruit and vegetables on the basis that there is no demonstrated benefit to the fresh fruit and vegetable supply chain or the community generally. The consumption of fresh fruit and vegetables by Australians must be increased for community health and economic sustainability reasons.

## Modern Slavery

Fresh Markets Australia encourages all fruit and vegetable stakeholders to meet the moral and ethical obligation to combat modern slavery and make sure it does not occur in their business and their supply chains.

Slavery, servitude, forced labour and human trafficking (modern slavery) are issues of increasing global concern, affecting all sectors, regions and economies. Modern slavery is fundamentally unacceptable within our industry.

## HARPS

### FMA supports:

- Australia's globally benchmarked GFSI (Global Food Safety Initiative) Food Safety Standards (e.g. Freshcare, BRC, SQF and GlobalG.A.P) which enable a simplified 'once certified, recognised everywhere' approach to food safety and business efficiency.
- The removal of duplication of requirements in HARPS that are included in Australia's GFSI Food Safety Standards.
- The reduction of cost and human resource time spent from the horticulture supply chain.
- That HARPs be a 'bolt on' to Australia's GFSI Food Safety Standards with the 'bolt on' having no duplicated requirements.
- That one Food Safety Audit be required that includes the certification to the relevant GFSI Food Safety Standard and certification to the HARPS requirements (a HARPS bolt on) for businesses requiring a HARPS certification in the HARPS Decision Graphic.
- A transparent governance framework for the management of HARPS.
- That HARPS should not be monetised (i.e. not managed by a for profit entity).
- That HARPS should rely on the globally benchmarked GFSI (Global Food Safety Initiative) Food Safety Standards which enable a simplified 'once certified, recognised everywhere' approach to food safety and business efficiency.

FMA aims to best promote, protect and advocate for our industry. Here are some of the recent FMA activities.

### Submissions

- Public Consultation – HARPS Version 2
- Proposal P1052 – PPP Requirements for Horticulture (Berries, Leafy Vegetables and Melons) – 2nd submission
- Feedback to Department of Agriculture - Best Practice Guide to Stakeholder Consultation (the Guide) for Hort Innovation

### Consultation

- Hort Innovation – Levy Payer Register
- Support for Freshcare Supply Chain Standard to be globally benchmarked to GFSI (Global Food Safety Initiative) to promote global market access
- Improving Price and Transparency in Perishable Goods Industry – Horticulture workshops

### Industry collaboration

- Regular meetings with the ACCC – Agriculture Unit
- Regular meetings with Policy Division Policy - Department of Agriculture, Water and the Environment
- Supporter of and advocate for industry developed workplace training and certification program, Fair Farms
- Supporter of and advocate for Freshcare

### Representation

- Wholesaler Representation on the Fair Farms External Stakeholders Reference Group
- Directorship of Freshcare Board (ongoing since inception in 2000)
- Membership of the Food Standards Australia New Zealand (FSANZ) Food Incident Forum (ongoing since 2014)
- Membership of FSANZ Horticulture Standards Development Advisory Group (SDAG) (ongoing since 2020)
- Membership of the Vegetable Intake Strategic Alliance (VISA) (ongoing since 2015)
- Membership of the ACCC's Agriculture Consultative Committee (AgCC) 2022-23

### FMA initiatives

- FreshTest® - produce testing developed and administer by FMA for verification of good agricultural practice in food safety
- FreshSpecs® - produce specifications developed and administered by FMA to provide a set of specifications for industry – (identified in the Horticulture Code of Conduct)
- FreshCode® - for matters relating to the Horticulture Code of Conduct e.g. support with standard format documents, refresher training and the FMA National Dispute Resolution Service
- FreshData – successful grant application for Price Reporting Project (to commence in 2022/23)



# Perishable Agricultural Goods Inquiry

## FreshData to support fruit and vegetable industry

FMA's FreshData (Verifiable Market Price Reporting scheme) project has been approved for a government grant. At the announcement in May 2022, Minister for Agriculture and Northern Australia David Littleproud said "A grant of \$653,950 provided under the Government's \$5.94 million program to improve market transparency across perishable agricultural goods supply chains, will be provided to Fresh Markets Australia to help develop and build of a web-based application that provides trusted, verifiable, daily updated market data across all fresh fruit and vegetables."

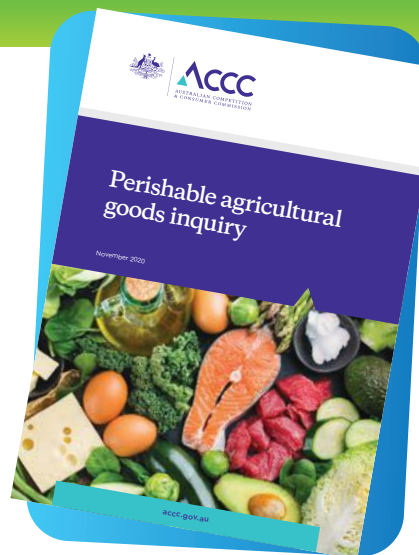
The three year project starting July 2022, aims to investigate, develop, implement and pilot an adoption ready Verifiable Market Price Reporting scheme that will technologically enable the data lifecycle of market sales price data ranges and produce provenance, sourced from wholesalers in Central Markets.



Gail Woods GM of FMA (left) David Littleproud Minister for Agriculture and Northern Australia (right)

General Manager of Fresh Markets Australia Gail Woods said, "This is a great win for industry and those who trade in the central markets across Australia. FreshData will be accessible online and be underpinned by best practice data governance. It will provide market sales price data insights to the supply chain to assist in gauging whether prices received are competitive and to deliver price signals to interpret if there is an under or over supply of produce."

FMA is focused on its FOR-INDUSTRY-BY-INDUSTRY ethos and will lead a consortium of Brismark, Freshmark, Fresh State, SA Chamber of Fruit & Vegetables, Market West, Brisbane Markets Limited, Perth Markets Limited, as well as Hort Innovation who will be supporting the project."



## Hort Code Stewardship

In addition to the recommendations of the Perishable Agricultural Goods Inquiry and regardless of the focus of that Inquiry, an ACCC action was to investigate reports from some grower associations that horticulture wholesalers were trading without Horticulture Produce Agreements (HPAs). The ACCC conducted random audits in central markets in late 2021 to examine those concerns. Importantly, not all wholesalers as defined in the Code trade within the central markets.

FMA Chair, Shane Schnitzler said, "It is sound business practice to have a HPA in place, and it is a shared responsibility of the wholesaler and grower, providing clarity in the trading relationship."

No enforcement action has been taken by the ACCC against any central markets wholesaler who was subject to a random audit.

In response to the findings of the ACCC random audits and to provide good industry stewardship to support compliance with the Horticulture Code of Conduct (Code), FMA developed and implemented an action plan aimed at:

- enhancing wholesaler understanding of the provisions of the Code;
- improving wholesaler compliance with the Code generally; and
- supporting an improved Code compliance reporting capability.

Mr Schnitzler said "FMA's state industry bodies have followed up with their Members and are conducting further re-fresher training in relation to the requirements of the Code. Given the disruption and distractions for business owners over the past few years, it is timely and appropriate to have some follow-up at this time."



## Inquiry says The Food & Grocery Code should be Strengthened

The traders of the horticulture sector are regulated by the mandatory Horticulture Code of Conduct (Code) and have been for the past 15 years, with the last 5 years with significant penalties for contravention.

The ACCC conducted a three-month inquiry into bargaining power imbalances in supply chains for perishable agricultural products in Australia. The Perishable Agricultural Goods (PAG) Inquiry report was handed down in December 2020.

Through this inquiry and previous work in PAG markets, the ACCC has identified a range of harmful practices associated with bargaining power imbalances and market failures. They said these arise in the processor-producer and supermarket-supplier relationships.

A welcome recommendation of the Inquiry was that: The Food and Grocery Code should be strengthened, including by making it mandatory for retailers and wholesalers\* and by introducing significant penalties for contraventions. (\*this is not a reference to central market wholesalers). It stated "Despite recent amendments, the Food and Grocery Code still has significant shortcomings that lead to potentially harmful behaviours being under-regulated. The Food and Grocery Code should be made into a mandatory code, applying to all relevant retailers and wholesalers in the sector, and should be updated to make civil pecuniary penalties and infringement notices available for contraventions. Signatories should not be able to contract out of protections under the Code, given it is intended to address the fact that retailers and wholesalers hold the bargaining power in negotiations with suppliers. The Code also needs to provide a genuinely independent dispute resolution process."

Supermarkets buying direct from a grower offer their own terms of trade but have none of the scrutiny, penalties or requirements as seen in the mandatory Horticulture Code of Conduct. There are no random audits by the ACCC under The Food and Grocery Code, nor no regulatory requirement to be compliant. The current approach will therefore continue to be one sided, it is making the central market system less competitive, and continues to impose an uneven playing field on those growers who supply to and those sectors who purchase from a Central Market wholesaler. If this recommendation is not accepted by the government of the day, it will continue the approach by the Federal Government where the voluntary Food and Grocery Code exists in stark contrast to the process used in codifying the Horticulture Code of Conduct which appears to be a soft and an almost hands off approach.

FMA is asking that the Government accept the recommendation and remove the inequity of trading environment within the horticulture supply chain.

## Central Markets at ABARES Outlook 2022

It was lights, camera, action in February 2022 when FMA Chair Shane Schnitzler pre-recorded his presentation for the ABARES Outlook Conference Horticulture Session: Meeting cost challenges to deliver for Australian consumers. The session explored how horticultural producers, wholesalers and retailers had faced cost challenges during the COVID-19 pandemic. It brought into attention how those supply chain participants had changed their practices, adapted to the more costly business environment, and looked to safeguard their future profitability through warranted investments.

The 1200 strong audience for the session, moderated by ABC journalist Fiona Breen, ranged across retail/wholesale, rural industries, government and RDCs, as well as consultancy, banking and media, heard from the three presenters of Mr Schnitzler, Richard Gorman from Kalfresh and Tim Nitschke from Coles followed by a virtual Q&A panel session.

Shane's presentation highlighted how important Australia's central markets and wholesalers are for coordinating supply and demand, and the crucial roles played by independent fruit and veg shops in servicing their local communities. It was also inspiring to hear about the camaraderie shown by everyone connected to the central markets during the pandemic and also their continuing charity for giving back to their communities.

The Q&A session focussed on the matters raised in the presentations as well as government policy settings.

Mr Schnitzler's thoughts on policy settings and the collaboration within the supply chain would have assisted policymakers watching in Canberra – especially on the need for better recognising services provided by wholesalers and independents for making sure that quality farm produce is available on shelves for consumers every day.

Jared Greenville, Executive Director of ABARES, said the presentation "provided policymakers valuable insights into the practical workings of the supply chain and the services provided by wholesalers and independents in delivering quality food to Australian consumers".





Leon Mugavin, Independent fruit and veg shop owner at The Leaf Store in Hawthorn and Elwood, Victoria

# Independent Fruit and Veg Shops prove a better choice during supply shortage

The fruit and vegetable industry has been facing supply chain issues due to a high number of workers having to isolate, disrupting many aspects of the chain from growers through to retailers.

Independent fruit and veg shops have been able to adapt and ensure consumers are still able to shop for essential fruit and vegetables every day. Around the country, retailers have been working hard to ensure you don't miss out. The supply chain for independent grocers is much more flexible than the big chain supermarkets.

The central markets in Queensland, Victoria, New South Wales, South Australia and Western Australia are essential links for the marketing and distribution of fruit and vegetables into independent fruit and vegetable shops around the country. This system has ensured shelves remain stocked, and small businesses continue to trade as much as normal.

"Our businesses are a lot simpler. The farm sends it to the market, we buy it from the market and take it back to the store... Supermarkets take it to their warehouses, which is an additional link in the chain where something can go wrong" says Anthony Patti, store manager at Brunswick's La Manna Fresh in Victoria.

Independent retailers across the country have been working incredibly hard to keep food on Australia's table.

"Our competitive advantage of being an independently owned and operated family business is the fact we attend the markets ourselves, handpicking our own produce. Within a couple of hours of us attending the markets at 4 am, the stock is back at our store and on our shelves before lunch the same day." Says Luke Boulous of Westridge Fruit and Vegetables in Toowoomba.

Many fruit and vegetable retailers and wholesalers have been working long hours of late to overcome the challenges of the current COVID outbreak, ensuring Australian communities have access to a variety of fresh fruit and vegetables.

"All retailers are facing similar challenges – that is supply and staffing issues," said Peter Maniatis of Superior Fruit of Graceville, "Everyone in the shop, including myself, is basically doing double shifts at the moment. In fact, my staff and I have had to cancel our holidays to ensure our customers continue to receive a high level of personalised service. Other independents are in the same boat, but we are all grateful for our customers."



With so much of the country being impacted by the most recent wave of COVID, the hardest hitting point for independent grocers has been having to deal with staff shortages, as in many other industries.

"Unlike larger supermarkets, we are not restricted by purchasing agreements to buy produce from a specified small number of growers. We have the liberty of accessing fresh produce from all growers across Australia that supply into the wholesalers at the Brisbane Markets from where we source our produce for our customers" says Peter.

This is the same across the country, as Leon Mugavin from The Leaf Store in Victoria echoes, "We are agile enough to be able to hand-select from what's available every day in the wholesale fruit and vegetable market and get it on the shelves the same day. We are not reliant on long supply chains, large warehouses and huge transport companies to get our produce to our customers. We can make decisions at 3 am as to what we are going to buy for our customers that day. Buy it at 5 am, it's on the shelves at 8 am, every day."

The agility of the central market system benefits all parties, from wholesalers to retailers, as the market communities are built on strong relationships. "The wholesale fruit and vegetable market is about relationships and helping each other, for example, if can't get the strawberries we normally buy from our regular supplier, but he can organise to get some from a neighbour," says Leon Mugavin, "Same with just about every fruit and vegetable. I've bought produce from growers in the last 4 weeks that I rarely, if ever, buy from. We might argue about price and quality, but we respect each other and ultimately work together to get the best for our customers"

Qasim Hassanzada, from McMahons Fruit and Veg in South Australia, has also been struggling with staff shortages. "My family business is feeling the immense pressure of COVID. Home isolating has left me with huge staff shortages so what's left of my team is working around the clock to compensate. I'm at the shop up to 18 hours a day and we're all exhausted. Add that to the fact we're down on sales with so many customers isolating as well. It's the hardest time we've ever been through"



Stores are continuing to adapt to home delivery services and click and collect options for shoppers to cope with customer demand, however, this is still made difficult with a reduction of in-store customers and a pinch to their bottom line. Our independent retailers need the support of their local communities now more than ever.

"We are all thankful to our customers for shopping and supporting us local fruit shops as ultimately, we are consumer-driven businesses," said Peter. "My customers have the last say and are very important to my business."

Local Fruit and Veg shops have been a crucial support for their local communities, being able to provide not only fresh produce to their customers, but by participate in community activities to support local sports clubs, athletes and the arts. While it was a challenge when all aspects of the industry were facing challenges with staff shortages, wholesalers at the central markets were coming together to help each other.

"Many wholesalers have experienced staff shortages and some to the point of not being able to open their doors. True collegiality and collaboration have kicked in with their neighbouring wholesalers – their competitors – working with them to sell growers produce on their behalf." Says Shane Schnitzler, CEO of Produce Time,

"While there is no sure way to overcome fluctuating supply and demand – and there is no formula – no magic processes – it is one thing – resilience – the know-how to adapt to environmental and economic challenges. They manage risk every day and have done so for decades. Pandemic or no pandemic."

Local, independent fruit shops provide customers with a better choice of quality, freshness, and service. They give customers the opportunity to shop as close to home as possible while supporting their local community.

## Foundation has far reach



The Sydney Markets Foundation (the Foundation) was established in 2010 to express the philanthropic and social well-being objectives of Sydney Markets' stakeholders resulting in over 1.1 million dollars in donations.

Under the secretariat of the NSW Chamber of Fresh Produce Limited, the Foundation has heightened the Sydney Markets charitable activities over the last twelve months to include the delivery of a bespoke Fire Truck to Batlow in early 2021 and slip-on units to Batlow and Bilpin fire brigades mid-2021. Plus, we continue with our fundraising efforts for the Black Dog Institute's Adult Well-being Program and the Tonga Recovery Appeal.

### Bush Fire Appeal

In early 2021, the Foundation's focus was to support those communities of Bilpin and Batlow who were the worst affected by the 2019/2020 mega-fires, and that are vital growing regions for Sydney Markets. The Foundation provided tangible and critical infrastructure, which included a fire truck delivered to the Batlow Fire brigade in March 2021. Followed up in May by the delivery of several slip-on units to Batlow and Bilpin, to complement each fire brigade unit's current capacity, capability, and resources to fight fires long into the future.



Bilpin Fire Brigade in receipt of two slip-on units raised from the Foundation's Bush Fire Appeal

### Adult Wellbeing Program

Every member of our supply chain has never faced as many problems as they do today with the ongoing ramifications of the COVID-19 pandemic, bushfires, drought, mouse plagues and floods. Financial pressures and isolation have led to many experiencing mental health issues, such as depression that, if not addressed, could result in devastating consequences. In response, the Foundation teamed up with The Black Dog Institute to develop a new care program for adults living with depression and anxiety called the Adult Wellbeing Program, specifically designed for our industry. The Foundation continues to raise funds for this very worthy cause.

### Tonga Recovery Appeal

On 15 January, the Hunga Tonga–Hunga Ha'apai volcano off the coast of Tonga erupted – sending an ash cloud 18km into the sky and tsunami waves that have caused devastation across the nation's largest island, Tongatapu. More than 12,000 households have been affected, with every agricultural sector in the country suffering substantial losses and water supplies being contaminated by ashfall and saltwater.

The community the Foundation represents has strong ties to the Tongan people and is driven to succeed in delivering initiatives to support the long-term sustainability of this proud and resilient nation.



HRH Prince and Princess of Tonga, and Foundation and Tongan Dignitaries





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PRODUCE



Tony Joseph (left) and Anthony Kelly (right)

## New era for Brisbane Markets Limited

With the retirement of inaugural Chair, Tony Joseph, the Brisbane Markets Limited (BML) Board has implemented its succession plan, with a new-look team dedicated to the company's ongoing commitment to its mission; to provide infrastructure and services to facilitate the marketing and distribution of fresh produce, flowers and other ancillary products.

After leading BML for 20 years, Mr Joseph handed the reins of the company to incoming Chair, Anthony Kelly, at BML's Annual General Meeting (AGM) in November 2021.

During the AGM, Mr Kelly thanked Mr Joseph for his long and dedicated service to the company and the markets, and his leadership over the past 20 years.

Mr Joseph said that the success of BML was a testament to the loyalty and dedication shown by the collective efforts of the Board of Directors, both past and present, and BML's management and staff, and that this will ensure that Brisbane Markets continues to be Queensland's heart of fresh produce.

"It has been a privilege to be part of BML's growth and transformation over the years. I have been fortunate to work with such a talented Board and management team throughout my tenure," Mr Joseph said.

Mr Kelly has been on the Board since Brisbane Markets was acquired by BML and has served as Deputy Chair over many years.

Mr Kelly's start at the markets occurred when he took on a role in the export/import division of the Carter & Spencer in 1987. He then led the wholesale division and worked his way up to Director of the Group.

"It was a great learning experience, and I loved every minute of those days. Working in the fresh produce supply chain is a very unique experience," Mr Kelly said.

"I have been 'hands on' in the markets and have been involved in industry bodies for long periods of time. This experience provides me with a solid understanding of the fresh produce supply chain

and Brisbane Markets. I think I have a strong understanding of what market businesses need to be successful, and if they're successful, BML is successful."

The Board also appointed Peter Tighe, who was re-elected unopposed to the Board, to the position of Deputy Chair. Mr Tighe also has significant market experience as a second-generation wholesaler with 40 years in fruit and vegetable wholesaling. He is currently a consultant for Global Fresh Australia and New Zealand.

Both Mr Kelly and Mr Tighe have been on the BML Board since 1999, when it was known as Landacq Limited – the investment company created to explore opportunities for an industry-driven markets precinct.

"Much has changed since the purchase of the site. Developing these facilities has required large investment and that can only happen if there is confidence in the industry and in the Brisbane Markets site at Rocklea," Mr Kelly said.

"I believe that confidence has grown exponentially since acquisition, because tenants have seen the management of the site improve substantially. BML's growth over the last 20 years has been very strong and we must continue to grow in sync with stakeholders and the needs of the industry."

Two new faces have also joined the BML Board, Nicole Radice and Stephen Edwards, ready to serve as part of the new-look team.

Mrs Radice and Mr Edwards join Bruce Hatcher and Stuart Lummis as the Brismark-appointed Industry Directors, in accordance with BML's Constitution. BML's Managing Director and CEO, Andrew Young, and fellow Director, Noel Greenhalgh, are also continuing in their roles on the Board.

Ms Radice is a Partner in the corporate advisory and governance practice of HopgoodGanim Lawyers, specialising in the areas of corporate law, corporate governance and due diligence.

Mr Edwards is Deputy Chair of Brismark and also Managing Director of Murray Bros, one of the larger wholesalers in the Brisbane Markets.



# 2021 FMA Col Johnson Young Achievers' Award goes west to Claudia Etherington



Claudia Etherington

On entering the industry in 2017, Claudia Etherington has sought every opportunity to further her learning of the supply chain and to develop her industry network.

She achieved this through the attendance of Market West events including the Hort Connections Trade Fairs and completed the 2019 Produce Executive Program (PEP).

Ms Etherington of Etherington (Central Market Wholesalers and Market West Members) was recognised at the Hort Connections Gala Dinner with the 2021 Col Johnson Young Achievers' Award.

Ms Etherington completed and graduated the Australian Institute of Company Directors Course (GAICD) in 2018 and has acted as the corporate secretary of Etherington since 2017. During 2019 Claudia was elected by her peers as a Management Committee member of the WA Chamber of Fruit and Vegetables in WA and is an active and positive contributor of the committee, maintaining strong advocacy for positive change within the industry.

Claudia was involved with industry and buyer consultation that

paved the way for her business as wholesalers and the buyer community, to close for general trade on Sundays. Initiating positive buyer support for this resulted in an immediate and sustainable increase in sales and profitability of Etherington and importantly it significantly improved the work/life balance of all Etherington staff. This outcome has delivered longevity for senior Etherington staff and provided Etherington as a more attractive workplace environment to attract future youth into their business, and ultimately the fresh produce industry.

Market West chair, Trish Skinner said that Claudia is a valued member of the Market West Management Committee team and provides a fresh perspective to the industry and to market operations.

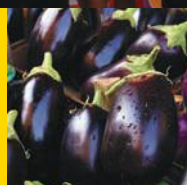
"We are thrilled that our Management Committee Member Claudia Etherington was awarded the 2021 Col Johnson Young Achievers' Award at Hort Connections in Brisbane."

Through her continued hard work, Ms Etherington is set to continue her valuable contribution to her business, management committee and the wider fresh produce industry.

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## Tighe recognised for years of service

The people, the colours, the trading – it was the dynamic atmosphere of the Brisbane Produce Market that Peter Tighe fell in love with when he joined his father on the selling floor as a 17-year-old.

After 45 years, he continues to pass on the values he learned in his early days to the next generation.

Mr Tighe was recognised for his service to the industry, being presented with the 2021 Fresh Markets Australia Meritorious Service Award during the 2021 Hort Connections Gala Dinner on 9 June 2021.

"It seems like one of those awards that someone else gets. I was very humbled and appreciative to receive it. I love the job that I've done and the business I've been in; it doesn't feel like I've been here for 45 years," he said.

Mr Tighe's connection to Brisbane Markets began in 1971, when his father purchased J.H. Leavy & Co, one of the longest established fruit and vegetable wholesaling businesses in Brisbane. A few years later, Mr Tighe joined him.

"I used to go to the markets in school holidays, and very early I fell in love with the place," he said.

"It was the hard work, the friendship and camaraderie - working with the older fellows, the learning was invaluable. I try to instil upon the next generation the same values that I learned."

Mr Tighe said he thinks he has done well in business and family because of his principles.

"They're basic principles of hard work, being organised, and treating people how you'd like to be treated. There's not a job in the business I can't do, and there's nothing that I ask of anyone that I haven't done myself."

Along with his extensive experience as the principal of J.H. Leavy & Co – which he recently sold to Global Fresh Australia Pty Ltd, and in which he still retains strong involvement - Mr Tighe has been a director of Brismark since 1988, and a director of Brisbane Markets Limited (BML) since 1999.

Brismark chair, Gary Lower, said the Award is recognition for the devotion and loyal commitment Mr Tighe has shown the fresh produce industry and Brisbane Markets over time.

"When the state government announced its plans to sell the Brisbane Markets site in 2001, Peter was one of the Brismark-appointed members of the negotiating committee. He made a significant commitment to the capital raising used to fund the winning bid, which allowed the site to transition to industry-based ownership," Mr Lower said.

"Since then, his involvement as a Brismark and BML director has assisted in ensuring that the BML Board culture retains its strong recognition of the wholesaling sector of the industry.

"He is a consummate professional in all aspects of his life, working hard to improve the standing and status of the sector."

Mr Lower said Mr Tighe is a strong advocate for Brismark, the Brisbane Markets, and the industry as a whole.

"Peter is one of a handful of Brisbane Market Principals who are always ready to put up his hand to assist, support, participate and advocate for Brismark," Mr Lower said.

"He is a worthy recipient of the Meritorious Service Award, and a worthy peer to stand alongside prior recipients of this prestigious industry accolade."



# Leasing Opportunity



## New Cold Chain Warehouse

Perth Markets (the Markets) is Western Australia's only wholesale fruit and vegetable market and plays a pivotal role in connecting the grower to the consumer. Leasing at Perth Markets puts your business in a central, competitive location, consolidating distribution and offers direct access to buyers and sellers.

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- All-weather loading awnings
- Energy saving lighting
- Base build design allows flexibility to tenants business for design of offices
- Fully secure site with 24 hour security.

\* Construction commencement subject to leasing precommitment.

### BUILDING TWO (PROPOSED)

4,180m<sup>2</sup>

(9.1m ceiling height)

Lettable areas from 1000m<sup>2</sup> – 4180m<sup>2</sup>

### BUILDING THREE (PROPOSED)

4,500m<sup>2</sup>

(9.1m ceiling height)

Lettable areas from 1000m<sup>2</sup> – 4500m<sup>2</sup>

### CONTACT

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# Queensland's fresh produce supply chain springs to action post floods

Queensland's fresh produce supply chain took a hit with the Brisbane Markets® at Rocklea inundated by floodwater during last February's wild weather.

However, it was the passion and commitment of those working through the supply chain, including the wholesalers and independent fruit and veg shops, which ensured fresh fruit and vegetables could quickly get back onto the tables of households throughout Queensland.

Independent fruiterer and *A better choice!* retailer, Adam Jeffs, from Megafresh Browns Plains said everyone in the industry worked together and went above and beyond to make sure customers were able to get what they needed, with a few of the Market wholesalers continuing to operate in a limited way.

"Everyone was working around the clock to get produce back into the stores for our customers," said Mr Jeffs.

Lenny Catalano from Spuds and Plums at Mt Gravatt agreed that trading resumed much quicker than expected, with the Brisbane Markets® and wholesalers working throughout the night to get everything up and running again.

"The floods are a great example of how local fruit and veg shops and their suppliers did not give up during difficult times. We came together, rolled up our sleeves, and did what we had to do to get the supply chain going and to get stock onto shelves," said Mr Catalano.

The Brisbane Markets® is home to Queensland's only central fruit and vegetable market and is the state's most important centre for the marketing and distribution of fresh fruit and vegetables. It records annual trade in excess of 700 million kilograms of produce including a wide variety of fresh fruit and vegetables.



*A better choice!*  
retailer Adam Jeffs  
from Megafresh  
Browns Plains.



Brisbane Produce Market.



## Fresh State and FareShare partnership

The financial impacts of the Covid-19 pandemic have seen an increase in food insecurity here in Australia, with estimates suggesting that three in ten Australians who are now experiencing food insecurity had not gone hungry before the pandemic.

Further to this, 61% of food insecure Australians have accessed food relief since the beginning of the pandemic.

In view of these alarming statistics, Fresh State are pleased to announce our partnership with the Australian not-for-profit food rescue organisation - FareShare.

FareShare strives for a community where no food is wasted, and no one goes hungry. To achieve this vision, FareShare rescues food that may otherwise go to waste and cooks it into free, nutritious meals for those experiencing hardship. The organisation runs Australia's largest charity kitchens where they cook more than three million meals a year for vulnerable Australians. By transforming surplus food into delicious, ready-to-eat meals, FareShare reduces the amount of food going to landfill and provides immediate relief to people in need.

The partnership, which was announced in December, will help recognise the generous amounts of produce donated to food charities by the wholesalers within the Melbourne market. Jason Cooper, Fresh State CEO has said 'the partnership is expected to result in a re-distribution of donated produce, not incremental donations. The wholesalers already donate a generous amount. We want to see donations evenly distributed to charities within the market to ensure the organisations' can realise their vision'.

The collaboration will allow for more consistency in the supply of fresh produce to FareShare which is needed to expand the facility and ensure continual distribution of meals. By donating surplus or imperfect food the generous wholesalers at the Melbourne Market are directly helping feed those doing it tough, as well as making an environmental impact through waste reduction.

Marcus Godinho, FareShare CEO says "Fresh vegetables are absolutely critical to boosting the health and wellbeing of people doing it tough. FareShare chefs always need a variety of produce to add nutrition to our free, cooked meals for people in crisis. We are excited to be working with Fresh State impact on someone's life."

Fresh State want to thank the generous wholesalers already donating produce to FareShare as well as encourage others to donate their end-of-life produce to help support the work of this great organisation, at a time when Australians need it most.





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# Reflecting on winning the industry's biggest marketing award

**James Patrick, Head of Marketing and Engagement**

Fresh Markets Australia (FMA) and the Central Markets Association of Australia (CMAA) were delighted to announce the 'A better choice!' program had received the 2021 PMA-Produce Plus Marketer of the Year Award (MOYA), sponsored by Seeka.

Australasia's premier marketing award for the fresh fruit, vegetable and floral industries was presented at the Hort Connections 2021 Gala Dinner in Brisbane.

*A better choice!* is the first national program designed to encourage consumers to shop for fresh produce at their local independent fruit and vegetable retailers. It is a joint initiative by industry organisations FMA and the CMAA, the program supports more than 550 retailers across Australia.

PMA-Produce Plus recognised 'A better choice!' for its Shop&Win campaign. MOYA judges were impressed by the way the campaign harnessed a wide range of marketing tools – from point-of-sale activations through to digital advertising – to drive awareness of the competition, along with participation

"Capturing such a large audience over a relatively short time was very impressive, and from all reports interest in the competition has continued to grow since MOYA nominations closed. The ability to unlock added value for a cluster of independently operated grocery stores also demonstrated a high degree of marketing innovation in the eyes of the judges," said Matthew Jones, Editor of Produce Plus Magazine.

Since winning the award in 2021, the program has continued to succeed in representing Australia's independent fruit and veg shops to encourage shoppers to consider their options when doing their daily shopping to favour the businesses in their local communities. Since winning the award, the 'A better choice!' team launched their "Local Youth Sports Initiative" Campaign, an initiative designed to help out local youth sports, to further highlight the important role fruit and vegetable shops play in supporting their local communities. This campaign saw \$25,000 worth of sponsorships given away to young Aussies including solo and team sports. This was an excellent campaign to launch back into a new covid normal after a prolonged period of time where youth sports had

been disrupted. The success of this campaign came off the back of winning the PMA Produce Plus Marketer of the Year Award in 2021, a positive boost for the national 'A better choice!' team to keep achieving great things within the industry.

It's an honour in itself to be a part of a program that represents independent fruit and veg shops around the country; It's a great honour for the team and all those involved around the country supporting Australia's local fruit & veg shops by the 'A better choice!' program to win the PMA-Produce Plus Marketer of the Year Award for 2021.

Shane Schnitzler FMA Chair said "This award recognises the efforts of this initiative with such significant importance for the independent retailers nationwide. Many of which are owned and run by families who are a large part of the heart and soul of this industry and have been for generations. This award recognises the important role the 'A better choice!' programme plays within our industry, and the support behind the initiative keeps it growing for years to come."

The team is looking forward to another great year of campaigns to encourage Australian consumers to choose to shop at their local Fruit and Veg shop, supporting Australian growers, wholesalers and retailers.

The 'A better choice!' program delivers two campaigns per year with the 'Win a Holiday' campaign currently underway, with another to be launched in Spring 2022.

National *A better choice!* team featured on the front cover of Produce Plus Spring 2021 edition. From left Shrawan Rao, James Patrick, Isobel Barry



From left Verena Cunningham - General Manager SeekaFresh & Strategy at Seeka Ltd. Hamish Montague - FMA Deputy Chair





# Industry comes together!

After a one year hiatus, the "Australia's Fresh Produce Market's" Tradeshow stand was front and centre of the Hort Connections 2021, and for the first time with wholesaler exhibitors from all capital city central markets.

Some delegates took the opportunity to be part of the Market/Grower tour which included the Brisbane Markets visiting the newly purpose built Montague warehouse and Brisbane Produce Market trading floor.

Fresh Markets Australia and Central Markets Association of Australia continued its collaboration under "Australia's Fresh Produce Market's" and naming rights sponsorship of the tradeshow.

A brand new "Australia's Fresh Produce Market's" stand was unveiled at the tradeshow - and it was judged the "Best Exhibit Design" by the organisers.

Representatives from FMA initiative – FreshTest were on hand to provide useful insights on produce testing.

While we missed the Victorian contingent due to lockdown, the new format which allowed delegates to participate in a dedicated tradeshow (on one of the two days of the event) worked well for those present.

FMA's Industry Partner, Toyota Material Handling were again front and centre with a great display of forklifts and giveaways with a great crew to network and provide insights and product information. Thanks again to Toyota Material Handling for your continued support.











## Fair Farms – the Australian solution

Fair Farms is the only Australian training & certification program for fair and ethical employment practices on farm. The program was created by industry leaders for Australian horticulture growers and is developed and delivered by horticulture peak industry body Growcom.

Fair Farms provides relevant training and support to implement employment practices that comply with labour laws and ethical standards that are required by buyers and consumers alike.

Funded by the Department of Agriculture, Water and the Environment and supported by industry bodies AUSVEG and the National Farmers Federation Horticulture Council, the program is well supported by industry.

NFF President and Horticulture Council Chair, Fiona Simson, said the quality of Australia's fresh produce stood out domestically and overseas and its reputation would be further bolstered by an appreciation among consumers and trade partners for the high bar set by Australian employment standards.

"Fair Farms is an industry led solution, created by Australian growers to support Australian growers through the complexity of workplace requirements at a state and federal level, with

awareness and training, one-on-one support and formal certification," Ms Simson said.

Industry leader AUSVEG endorsed the social compliance program early and Chief Executive Officer Michael Coote said the program was helping to positively shape the horticulture landscape.

"AUSVEG is proud to have given early support to Growcom as they developed Fair Farms," he said.

"It again positions Australian growers at the head of the pack – we believe the significance of Fair Farms for our industry is only going to increase as consumers, both at home and abroad, look for ethical sourcing credentials."

Fresh Markets Australia General Manager Gail Woods has also thrown her support behind Fair Farms.

"The time commitment and the cost of compliance for the industry is increasing, and FMA considers Fair Farms as a straight-forward and affordable compliance option that not only meets the requirements of major supermarkets responsible sourcing policies, but also validates good employee practices."





### Pathway to Becoming Fair Farms Certified

1. Register with Fair Farms via [www.fairfarms.com.au](http://www.fairfarms.com.au)
2. Complete your online self- assessment (OSA). This usually takes a couple of hours, and the results determine whether any training is required.
3. Complete training, if necessary, which is delivered through online learning modules and by phone/webinars.
4. Complete your audit with an independent third-party audit firm.
5. Achieve certification.
6. Frequency of renewal audits are determined by audit results.

### What Fair Farms members are saying:

"We decided to go with Fair Farms because it just makes more sense – it was more relevant to who we are and how we do things.

"I would tell people who are thinking about joining Fair Farms that it is a good system and covers everything worker related that you should be doing in farming."- Nerrigundah Berries.

"When compared to other ethical sourcing programs it is a no-brainer, Fair Farms is purely relevant to our industry."

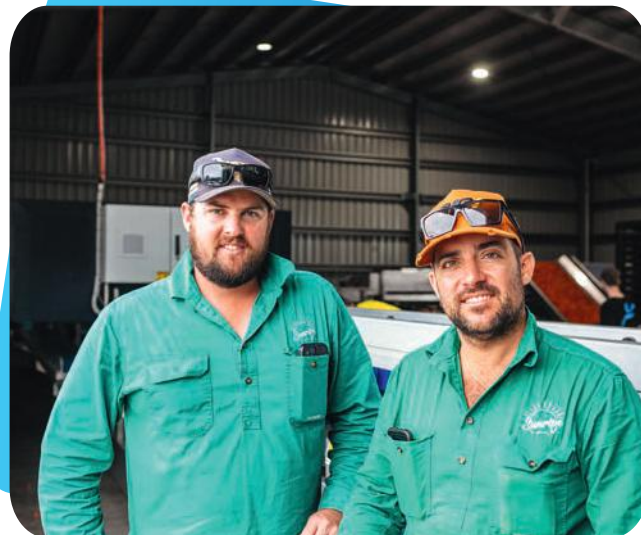
- Sunripe Pty Ltd.

"I think that's where Fair Farms comes into it – it's a checklist, what you need to do to get through an audit." – Mulgowie Yowie Salads.

### Why choose Fair Farms?

- Fair Farms is the only social compliance training and certification program developed in Australia, by and for the Australian horticulture industry.
- Developed by Growcom, an industry association, that represents and advocates for the horticulture industry.
- The program is funded by the Department of Agriculture, Water, and the Environment.
- The program is supported by industry leaders like AUSVEG, Fresh Markets Australia, and National Farmers Federation.
- Fair Farms certification has been accepted by major retailers Woolworths, Aldi, Coles, and Metcash (IGA).
- Compared to other social compliance programs, costs associated with training and audit are reasonable and supportive of growers.
- Comprehensive self-paced online training.
- Regular Fair Farms webinars, and local advice and support
- Receive a Fair Farms gate sign upon achieving certification.

**For more information visit [www.fairfarms.com.au](http://www.fairfarms.com.au) or call 07 3620 3844. If you're an industry body, member-based organisation or large grower group and would like to organise an information session give us a call or email us at [fairfarms@growcom.com.au](mailto:fairfarms@growcom.com.au).**







**FreshTest**  
PRODUCE TESTING



## 21 years supporting Industry

**Gail Woods, General Manager, Fresh Markets Australia**

Growers and supply chain operators have used FreshTest® to independently verify compliance with good agricultural practices in food safety systems through chemical and microbial testing for the past 21 years.

FreshTest® an FMA initiative, was introduced in 2001 in direct response to the number of requests from Industry to manage and collate the results from all Chemical and Microbial testing.

The aim of FreshTest® to support industry across those 21 years have continued to be to:

- provide cost-effective, third-party verification of production and packing businesses food safety systems
- coordinate a chemical residue, microbial and heavy metal testing service operating from wholesale markets where coordination is most easily achieved.
- coordinate the thousands of tests being conducted, facilitating the useful consolidation of data for official purposes.

### About Adverse Detections

The FreshTest® program includes a strict system of investigation, corrective action and retesting following the detection of:

- pesticide residues in a commodity which exceed the relevant maximum residue limit (MRLs). The program provides industry-driven self-regulation which helps to manage the responsible use of pesticides. All residue testing results are assessed against MRLs stipulated in the Australian New Zealand Food Standards Code (Standard 1.4.2 – Schedule 20 and 21).
- microbial levels in a commodity which exceed the relevant maximum limits (MLs) as determined by Australian New Zealand Food Standards Code (Standard 1.6.1) or published guidelines.
- traces of heavy metals in a commodity which exceed the relevant maximum limit (MLs) stipulated in the Australian New Zealand Food Standards Code (Standard 1.4.1 – Schedule 19).

The MRLs are adopted by the Food Standards Code and appropriate regulations administered by respective state/territory food authorities.

The Food Standards Code places obligations on a range of operations to produce food that is safe and suitable to eat. Food

safety systems utilise FreshTest® to verify that fresh produce is free from any food safety hazards such as higher than allowed chemical residue or microbial levels.

In the case of an MRL or ML exceedance, FreshTest® requests a report on the causes of the incident and proposed corrective actions to be implemented to prevent a recurrence. Investigations have identified areas to support industry such as adherence to the chemical product label, withholding periods, spray drift and possible off-label use.

### Industry Representation

FreshTest® supports industry through engagement with Food Standards Australia New Zealand (FSANZ) and has been a member of the FSANZ Food Incident Forum since 2014. We been active participants in FSANZ Proposal 1052 which is considering implementing a Food Standard for berries, melons and leafy vegetables. Our role has been to provide information and advice to reduce the impact to industry of any resulting regulation.

There is also regular engagement with the Agvet Chemicals & Forestry Branch, Agvet, Fisheries, Forestry and Engagement Division, Department of Agriculture, Water and the Environment and state jurisdiction food safety regulators.



Laboratory investigating produce



**FMA**

Y E A R B O O K

# Results Certificate supports clarity and data integrity

The FreshTest® business portal went live to the market on 1 March this year. As part of the launch, a new look FreshTest® Results Certificate was rolled out.

QR codes were added onto certificates to add a greater level of security and allow users, including auditors, to verify data on a Results Certificate at the click of a button in real time.

Fresh Markets Australia, General Manager Gail Woods said "Each certificate has its own unique embedded QR Code, helping to protect against misuse and minimising the ability to fraudulently alter data, strengthening the trust of the Results Certificate authenticity.

Scanning the QR Code links to the FreshTest Certificate Authentication Portal where the verified data includes the certificate number and results detail."

The new layout introduces a visual representation of the test result using a traffic light system to support easy recognition of the result of the test.

Result is less than 80% of the Maximum Residue Limit (MRL)/Maximum Limit (ML) OR  
Result is below the Limit of Reporting



Result is between 80% and 100% of the MRL/ML  
OR



Result needs review by the customer



Result is over the MRL/ML

FreshTest is now able to provide timelier test Result Certificates as each individual test has its own certificate which allows the results to be delivered in real time rather than waiting for all results from a suite of tests to be determined. Microbial test results are available within a few days with the chemical tests results taking more than 5 business days. If a non-compliance is detected, then a verification testing process will add to the time.

The Results Certificate is emailed to the end user as well as being available on the FreshTest® business portal. For those who wish to review the NATA Certificate, it is also available for download on the portal.

The Australian Chamber of Fruit & Vegetable Industries Limited

**FreshTest**  
PRODUCE TESTING

Certificate: CA0000001-1

### Results Certificate

<b>Charge To</b> Wholesaler 123 Pty Ltd 385 Sherwood Rd Rocklea QLD 4106	<b>Organisation Tested</b> Grower XYZ Pty Ltd 123 Main Drive Gatton QLD 4143	<b>Site Tested</b> Sample Farm 256 Main St Toowoomba QLD 4350	<b>FreshTest Location</b> L2, Fresh Centre Brisbane Markets Rocklea QLD 4106
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<b>Test:</b> C9	<b>Sampling Date:</b> 10/05/2021	<b>Receipt Temp:</b> Chilled 0 - 5°C
<b>Batch Code:</b> BA00000001	<b>Analysis Completed:</b> 11/05/2021	<b>Storage Temp:</b> Chilled 0 - 4°C
<b>Product:</b> Strawberries	<b>Issue Date:</b> 15/05/2021	<b>Your Ref:</b> ABCD123456

**Notes:** This sample note gives us the ability to specify a note for the test that was undertaken and to allow us to add comments as needed to the test.

Compound / Analyte	Limit of Reporting	Units	Result	MRL	% of MRL
All compounds / analytes in this sample were below the Limit of Reporting (LOR). Refer to the NATA Accredited Laboratory Certificate for detailed analysis.					

This certificate supersedes all prior versions of the certificate with the same reference number. Always check the validity and currency of your FreshTest® Certificate by scanning the QR Code below.

BRISBANE 07 3915 4222 SYDNEY 02 9764 3244 MELBOURNE 03 9408 6627 ADELAIDE 08 8260 3866 PERTH 08 9455 2743 HEAD OFFICE 07 3915 4205

freshmarkets.com.au/freshtest

Authenticate Certificate Scan QR Code






**FreshTest**  
 PRODUCE TESTING


# FreshTest® Introduces Chemical Mega Screen for Fruit & Vegetables

The chemical industry has had many compounds approved in recent times that can be tested with the analytical methods used for chemical residue screens.

To meet the requirements of growers and supply chain users of FreshTest®, we have worked with our NATA accredited laboratory and plan to introduce the FreshTest® C6M "Mega Residue Screen for fruit and vegetables", which tests for over 400 compounds.

The existing C6 "Pesticide Residue LCMSMS + GCMS" test which tests for around 150 compounds, will be retired.

The good news is that the FreshTest® C6M Mega Residue Screen will be provided at no additional cost over the current C6 test. The active compounds within the test and the associated Limits of Reporting (LORs) are available on request for your local FreshTest® provider.

**Freshcare says, "The completion of residue testing of produce is a verification of the ongoing management of chemicals and treatment programs by a business. The tests that are selected need to include all treatments applied, both pre-harvest and postharvest." (Freshcare In Focus April 2022)**

The current FreshTest® C3 Pesticide Residue LCMSMS and C5 Pesticide Residue GCMS tests will continue in their current format. Each test for around 120 and 30 compounds respectively.

FMA General Manager, Gail Woods said, "FreshTest has been providing chemical residue testing for industry for the last 21 years, becoming the largest and most comprehensive horticultural residue-testing program undertaken in Australia. The ethos of being, for industry by industry, continues to be our driving force.

The introduction of the Mega Residue Screen will make it more likely that the chemical compounds being used by industry will be able to be tested for. We are pleased to announce that the FreshTest C6M will be available to growers and the supply chain from 1 July 2022."

#### Caution:

**FreshTest® is aware that some providers quote chemical tests C3, C5, C6. Note that these tests may not be the same as those developed by FreshTest®.**

**To be sure that the most recent updates are included including the C6 Mega Screen, use FreshTest® for your verification testing.**


**FreshTest**  
 PRODUCE TESTING

FreshTest® is the largest and most comprehensive testing program in Australian Horticulture.

#### DEDICATED AND EXPERIENCED TEAM

- personalised service
- we know the industry and we know you

#### COMPETITIVE PRICING

- substantial savings due to volume testing
- savings are passed on to you

#### CONVENIENT, SIMPLE AND QUICK

- we are at the Markets
- one phone call for all your testing
- we do all the hard work
- an easy process to follow
- easy to read results
- quick turn-around
- access results online (including historical data)

Find out how you can save money and quickly, easily and conveniently have your produce tested.

<b>Adelaide</b>	08 8260 3866
<b>Brisbane</b>	07 3915 4222
<b>Melbourne</b>	03 9408 6627
<b>Perth</b>	08 9455 2742
<b>Sydney</b>	02 9764 3244


**FMA** | FRESH MARKETS  
 AUSTRALIA

[freshmarkets.com.au/freshtest](https://freshmarkets.com.au/freshtest)




# Assurance today and a sustainable tomorrow

Jane Siebum, Chief Executive Officer

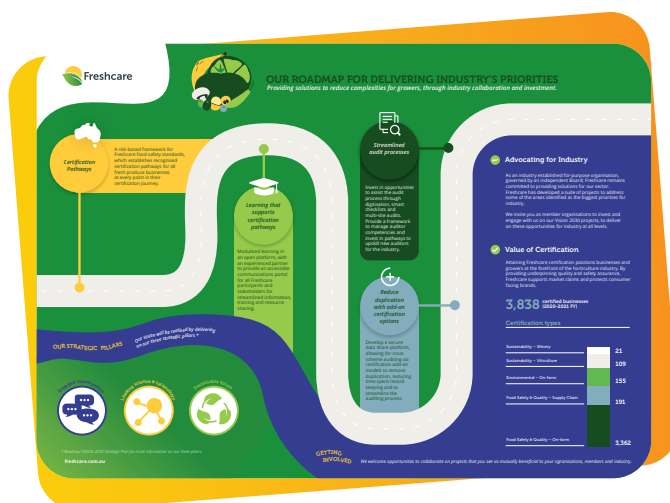
There has never been a greater time to ensure the ongoing stability and resilience of Australia's agricultural industry in an increasingly complex and dynamic global environment.

The industry's challenges and opportunities are the focus of Freshcare's 2030 Vision strategic plan. This plan outlines our roadmap for delivering a sustainable future for Australian producers and, when implemented, will expand access to existing and emerging markets.

Freshcare is focused on supporting the Australian industry to reach its global potential. For over 20 years we have remained one of Australia's only industry developed and operated organisations, providing internationally recognised certification assurance standards for the fresh produce and wine grape industries.

As the largest adopted certification program for fresh produce in Australia, Freshcare currently contributes to the assurance of \$15 billion\* of production value across the Australian horticulture sector. The delivery of our 2030Vision will ensure the sustainability and continual growth of our sector.

Freshcare is currently working with industry to develop and deliver key projects to further support our 2030 Vision. Our Freshcare Future Projects aim to provide positive outcomes for our growers, supply chain and industry by creating certification pathways businesses of all sizes.



## Freshcare Foundation Standard

Our major project focused on providing an entry level certification for Australian growers focused on domestic market access.

## Commodity Specific Framework

Freshcare is currently piloting a framework, to developing more specific resources applicable to differing, singular crop growers.

Through industry support and investment in these initiatives we can keep certification made by growers, for all growers to keep our industry thriving.

## Further information

Jane Siebum  
Chief Executive Officer  
E: [ceo@freshcare.com.au](mailto:ceo@freshcare.com.au)  
P: 1300 853 508



\*Figure from Hort Innovation - Australian Horticulture Statistics Handbook 2019/20



# Freshcare Certification: Securing the Future of Your Business

## Steps to Certification

Australia's leading assurance standard Freshcare's Food Safety & Quality Standard Edition 4.2 (FSQ4.2) has successfully achieved recognition from the Global Food Safety Initiative (GFSI).

The FSQ4.2 Standard is a food safety and quality program, providing growers and grower-packers with the essential on-farm good agricultural practices and post-harvest food safety criteria.

Growers who successfully undertake FSQ4.2 certification, can expand to a global market as their produce meets international requirements for food safety.

As custodians of Australia's most widely used standards, Freshcare CEO Jane Siebum, says the recognition of FSQ4.2 is a significant accomplishment for the domestic fresh produce industry.

"Our certified growers are demonstrating their food safety systems align with world best practice, strengthening confidence and trust in Freshcare certificates in global supply chains," she said.

Through the certification of individual businesses, Freshcare supports the growth and income of Australian farmers but additionally ensures the sustainability and global reputation of our horticulture industry.

Over 3,800 business participate in Freshcare assurance programs. The benefits of attaining Freshcare certification for include not only international recognition for export market buyers, but domestically the Freshcare Standard is accepted by all major Australian retailers.

Freshcare Standards also assure high quality produce throughout the supply chain from farm gate to plate, ensuring buyer confidence, and maintained traceability.

Freshcare is currently undergoing global benchmarking for Supply Chain Standard Edition 2 (SCS2). which provides a food safety and quality management program for businesses involved in fresh produce supply chain operations.

**Read more about  
Freshcare Standards –  
SCAN THE QR CODE**



## What is Certification?

The Freshcare Standards describe the practices required to provide assurance that fresh produce is safe to eat, meets customer specifications and legislative requirements; and has been produced with care for the environment. Certification helps Australian producers demonstrate their capacity to grow, pack, and distribute safe, sustainable, quality produce for customers and consumers worldwide.



## What Are the Steps to Certification?

If your new to Freshcare, certification is achieved by completing training, implementation, and external audit.

Freshcare has developed resources and guidance material to assist the training and implementation phase of the program. Trainers can provide further support on the specific risks and needs per crop to tailor the program to your business.

Certification is achieved through independent audit by an approved certification body, providing verification that the practices and requirements of the Standard are in place.

This rigorous process ensures Freshcare certification is recognised as a leading assurance program, protecting the horticulture industry supply chains.

**If you are interested in starting your certification journey with Freshcare, visit [freshcare.com.au](http://freshcare.com.au). You can also contact Freshcare at [info@freshcare.com.au](mailto:info@freshcare.com.au) or 02 8039 9999.**

# Freshcare's Industry First Initiative: Supporting the wellbeing of our participant's with Benestar.

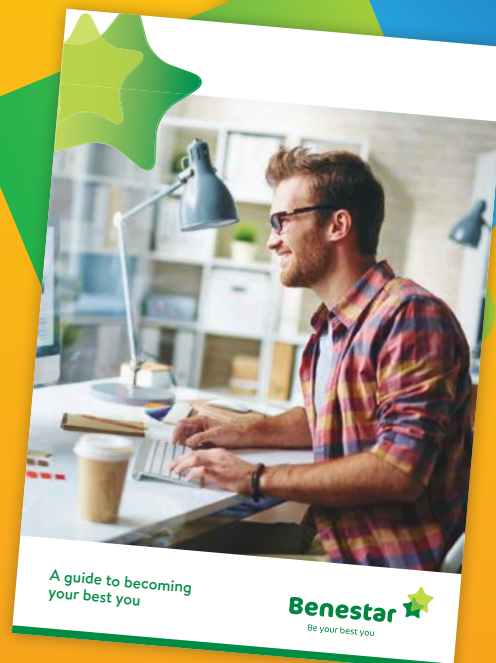
Freshcare's Employee Assistance Program (EAP) partnership with Benestar is an industry first initiative.

As Australia's preferred national certification provider, we prioritise the health and wellbeing of our participants, their families and employees. Freshcare believes the mental health and wellbeing of all Australian growers and horticultural business owners is critical to the sustainability and longevity of our industry.

The past couple of years have been particularly challenging for many growers and businesses around Australia dealing with COVID-19 impacts, flooding and other extreme weather events.

If these situations and events are impacting your employees or their immediate family members, please encourage them to seek support from Benestar's clinicians.

For Freshcare certified participants - please remind your people of the support available to them:



Freshcare has made these resources freely available to certified businesses via the Benestar® Employee Assistance Program (EAP) to provide counselling support to you, your workers and their immediate family members.

Our Freshcare participants, employees and their family members can directly book an appointment with a clinician, by calling the Benestar Client Service Centre on **1300 360 364**.

Benestar® is completely independent of Freshcare and they ensure confidentiality for all users. Their services offer help to manage work and life experiences, issues or concerns that arise from time to time.

## Freshcare Recognised Suppliers & Services

The Freshcare Recognised Suppliers & Service Directory is a game-changer for industry looking for approved suppliers. Freshcare provides access to a categorised searchable webpage of businesses who provide products and services specifically to the Australian fresh produce industry.

Recognised Supplier Directory provides businesses with the ability to access specific information on the suppliers' products and services. All Freshcare Recognised Suppliers and Service provide supporting credentials, which are downloadable as evidence for approved supplier management.



**FreshTest** produce testing is an example of a Recognised Supplier. The program is an initiative of FMA. FreshTest delivers the most comprehensive testing program for Australian Horticulture and offers its services through Australian Central Markets.

Freshcare provides Recognised Supplier and Service package options for your business, with standard, premium and premium plus listings. If you provide products and services to the fresh produce or wine industry and are interested in becoming a Freshcare Recognised Supplier, visit the Freshcare website for information on how to sign-up, or send your expression of interest via email to [info@freshcare.com.au](mailto:info@freshcare.com.au)

To access and search the  
Freshcare Recognised  
Suppliers Register visit:  
**SCAN THE QR CODE**







## The first national program designed to encourage consumers to shop for fresh produce at their local fruit and vegetable independent retailer was launched in July 2018

The 'A better choice!' Program is a joint initiative by Fresh Markets Australia (FMA) and the Central Markets Association of Australia (CMAA), and sees FMA and CMAA working hand-in-hand with industry partners to conduct a range of marketing initiatives and co-promotional activities.

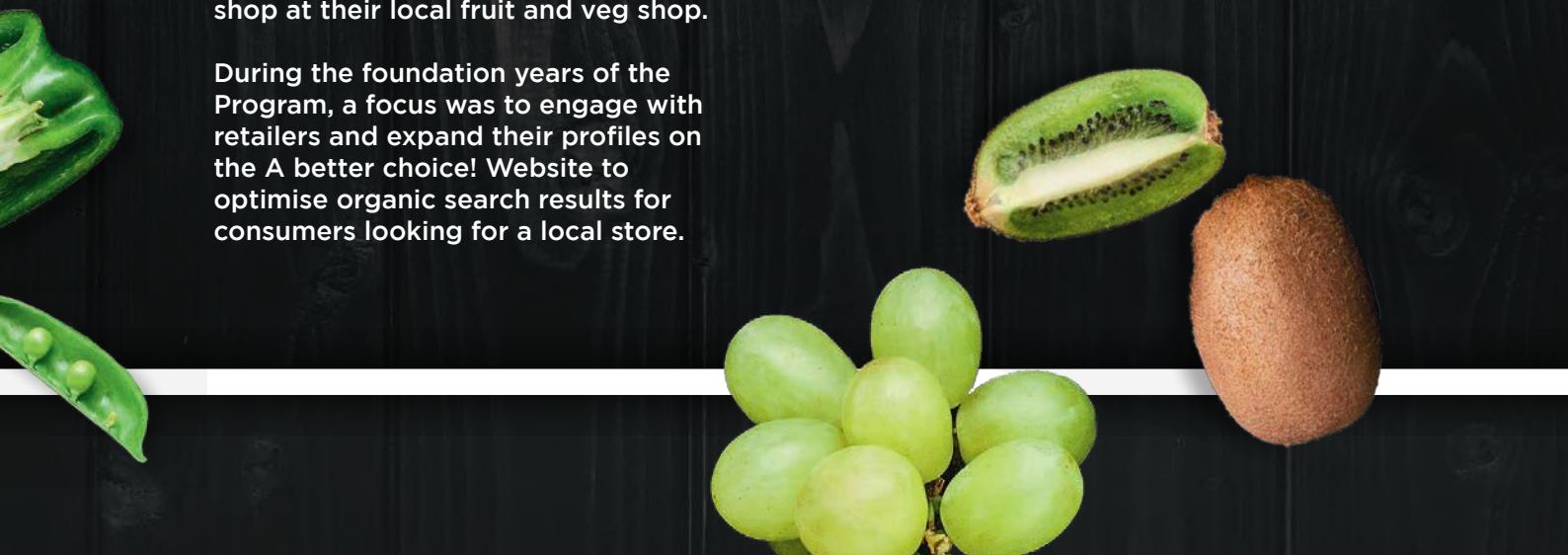
The Program supports independent fruit and vegetable retailers nationally who are supplied through the central market supply chain. They collectively supply approximately 15% of the fresh produce sold across Australia. By engaging consumers and highlighting the benefit of shopping at independent retailers, the Program inspires them to explore a plethora of fresh produce, with the ultimate goal of encouraging them to shop at their local fruit and veg shop.

During the foundation years of the Program, a focus was to engage with retailers and expand their profiles on the A better choice! Website to optimise organic search results for consumers looking for a local store.

The Program uses a mix of above and below the line marketing mediums for advertising, through traditional and digital avenues.

The collective digital and social media channels are growing, and a strong following is achieving the overarching goals for A better choice!, which include:

- ✓ Increase brand awareness of the Program
- ✓ Increase retailer sign-ups to the Program
- ✓ Increase in-store traffic for independent retailers
- ✓ Increase traffic to the A better choice! website







Since its launch, A better choice! has grown a strong online community through Facebook, Instagram, Pinterest and its newsletter 'Fruit and Veg Weekly' all of which are supported by the Program's website. The website is a hub of industry information, such as seasonality of produce, what produce is 'good value' each week, as well as current events impacting fresh produce, written for a consumer audience. This includes the Weekly Produce Report, articles of interest and news articles. It houses a large database of recipes that 'hero' fresh produce, inspiring Australians to shop at their local fruit and veg shop and to incorporate great fresh produce into all their meals.

The website also features a store locator that users can use to easily find their local independent retailers. Through SEO and SEM strategies, this provides heightened visibility to the retailers when consumers are searching for their local store.

Throughout 2021 and 2022, the Program has launched three campaigns nationwide - Shop & Win, Local Youth Sports Initiative and most recently Win a Holiday, with all five central markets participating in the campaigns. The latest campaign is putting the focus back on families, by highlighting the families who shop at their local fruit and veg shops, as well as the families who make them possible. This campaign has been successful in giving away weekly vouchers to consumers, incentivizing them to shop at their local fruit and veg shop for a chance to win. The campaign utilizes the well-understood QR code technology for easy entry. This campaign has been promoted through radio, social media advertising, influencers, and in-store point of sale material.

The A better choice! team are looking forward to a sensational 2022-2023 National Strategy and Annual Marketing Strategy. The National Retail Program intends to leverage on the current successes and continues to explore new-found opportunities for collaboration to support independent retailers.



**Since the program launched in 2018, the Program's social channels have received:**

**2.6m**

**Website views**

**139m**

**Impressions**

**2.7m**

**Engagements**

**267k**

**People in our online community**

**8.8k**

**Posts published**







Sydney Markets has a rich history dating back to the landing of the first fleet; the modern markets comprise two locations, Flemington and Haymarket.

The Flemington site is home to the Sydney Produce, Growers and Flower Market. Friday to Sunday the market is transformed into Paddy's Markets adding fresh seafood and general goods to the mix. Paddy's Haymarket trades Wednesday to Sunday with similar offerings.

Sydney Markets' environmental sustainability program is recognised as a global leader in waste recycling, water conservation and green energy production. In 2018 Sydney Markets was awarded the prestigious Green Globe Business Leadership Award in recognition of their outstanding integrated sustainable practices.

Sydney Markets annual Fresh Awards program champions Greengrocers, Florists, Wholesalers, Produce Growers, Flower Growers, Providers and Fresh Content Creators.

Annually over 300 independent retailers and growers across NSW/ACT are measured through a rigorous mystery shopping program to determine the winners of each of the 17 categories.

#### Quick Facts:

- Sydney Markets is one of the largest food distribution centres in the Southern Hemisphere and is home to over 5,000 workers.
- Each year Sydney Markets trades around 2.5 million tonnes of fresh produce with a value in excess of \$3 billion.
- Produce is received from approximately 20,000 growers Australia-wide with the wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.
- Approximately 130 Wholesalers, 299 Produce Growers, 138 Flower Growers/Sellers and over 168 supporting businesses are located on site at Flemington.
- Over 1,500 operators trade at Paddy's Markets attracting over 180,000 customers each week.
- Since inception in 2005 Sydney Markets Green Point facility has increased the total waste recycling on site to over 72%, saving the company more than \$1 million a year.
- 9018 solar panels are currently installed on-site. This equates to removing approx. 2500 cars from our roads.
- Sydney Markets is now running on 11% renewable energy, which is the equivalent to powering 1300 houses.

#### Contact:

Ned Tesic

Public Relations & Branding Manager

PO Box 2, Sydney Markets, NSW 2129

ned.tesic@sydneymarkets.com.au

**P:** (02) 9325 6233

**F:** (02) 9325 6288

**M:** 0419 326 233



Set on a 70-hectare site in Epping in Melbourne's North, the Melbourne Market provides the critical link between growers, wholesalers, retailers and distributors in the fresh produce and flower supply chain.

The traditional role of Melbourne's wholesale market is to enable the people of Victoria to have daily access to the best in fresh fruit, vegetables and flowers from across Australia and around the world, but the Melbourne Market has grown into much more.

More than 5,000 businesses use the Melbourne Market precinct. Its success is due to leveraging the market's modern state-of-the-art design and facilities to ensure it is a safe, clean and modern work environment while delivering a range of services to meet the needs of the fresh produce industry.

The site currently boasts 95,000 square metres of warehousing space, and with plans to build additional warehousing next year. This significant warehousing capacity provides opportunities for businesses to integrate supply chain logistics within the market itself and we are now the largest warehousing precinct of any central market in Australia.

The market's Epping location is in close proximity to Melbourne's freeways, and allows for easy inbound delivery from farm to market and outbound delivery locally, interstate or overseas.

This location gives the market significant food handling and logistical advantages and provides traders with greater opportunities to export.

The Melbourne Market prides itself on its environmental credentials. A large recycling and waste sorting facility located on the site, and partnerships with food recovery programs and a waste-to-energy plant, contributes to an impressive 98% recycling rate. The Melbourne Market invests in sustainability projects, such as large-scale roof-top solar systems and rainwater harvesting systems, reducing the site's environmental impact. These sustainability initiatives not only align with the site's environmental objectives but have the potential to provide real commercial value to the businesses that use the market.

The Melbourne Market Authority continues to look for innovative ways to invest back into the site to enhance logistical efficiencies and add value for market users. With the site's unique location, which provides plenty of room to grow, the Melbourne Market is equipped to respond to the rapidly changing role that central markets play as logistics and service hubs.

With the vast range of services and facilities in one location, businesses operating at the Melbourne Market can consolidate operations, reducing handling, transport and labour costs.

The Melbourne Market's world-class design, along with warehousing, exporting and processing capabilities, make it an ideal facility for any business in the food industry.

#### Contact:

Melbourne Market Authority

1/55 Produce Drive Epping 3076

**P:** 03 9258 6100

**E:** info@melbournemarket.com.au

**W:** www.melbournemarket.com.au



Brisbane Markets is Queensland's major marketing and distribution hub for the supply of fresh fruit, vegetables and flowers.

More than 700 million kilograms of fresh fruit and vegetables pass through the Brisbane Markets each year, valued at more than \$2 billion. It is the third largest Central Market in Australia with over 50 wholesalers of fruit, vegetables, flowers, nuts and eggs operating at the site. There are also over 150 other tenant businesses within the site including transportation, retail shops, professional services, secondary wholesalers and providers.

Over 4,500 people work or do business at the Brisbane Markets on a daily basis. More than 7,000 growers supply produce for sale.

Brisbane Markets Limited is the owner of the Brisbane Markets and is responsible for its ongoing management and development.

The Markets is situated on 77 hectares, 11km south-west of the Brisbane CBD, and incorporates the Brisbane Produce Market (Selling Floors), South Gate East (commercial offices and warehousing) and South Gate West, Brisbane MarketPlace (Saturday Fresh Market), Brisbane Flower Market, Commercial Precinct and the Northern Industrial Precinct.

**Contact:**

*Brisbane Markets Limited*

Level 2, Fresh Centre

385 Sherwood Road, Rocklea

PO Box 80, Brisbane Markets 4106

**Phone:** 07 3915 4200 Fax: 07 3915 4291

**Email:** admin@brisbanemarkets.com.au



THINKING *fresh.*

South Australian Produce Market Limited is the distribution and marketing hub for fresh produce in South Australia.

More than 250,000 tonnes of fresh produce with a wholesale value of over \$590M is traded between our wholesalers, growers and retail operators every year. Home to more than 100 businesses, 75% of those are local growers.

Despite the challenges of 2021 (COVID-19, fruit fly, Hailstorms) the year brought many opportunities and saw the completion of a number of key initiatives and projects including:

- Online ordering system Fresho chosen as the pre-ordering platform for registered buyers, wholesalers and growers at the markets.
- A Next Generation Committee established to ensure Board procession planning and long-term strategies for the market's future align with the younger generation.
- Partnership with SA Health delivered an onsite COVID vaccination and testing clinic, including the State's only drive-through vaccination hub during the pandemic.
- Following several fruit fly outbreaks in SA from 2020 through to 2022, SAPML has developed plans for a Biosecurity precinct within the market. The development has now been approved by the local authorities and is waiting funding. This project will ensure SA has capacity for post-harvest treatment of produce in case of future outbreaks.
- South Australian Horticultural Industry released a bold plan to grow the industries gross revenue to \$5 Billion per annum by 2030 when it announced the 2021-2030 Blueprint at a press conference at the markets in November.
- South Australia have endured two elections, State and Federal in 2022, and the markets was pleased to host a number of State and Federal leaders in the first quarter of the year.
- A new committee to deal with safety in the Markets and operational issues was appointed by the Board to ensure we continue to have a safe and efficient market.
- The completion in November 2021 of a retail precinct including a Carls Jnr and Car and Van Wash facility.
- We welcomed new tenant Baiada to our Diagonal Road property in April 2021, formerly occupied by Auscold.
- A major upgrade of the markets infrastructure with the tendering of a site wide sprinkler system which meets FM Global insurance standards.

**Contact:**

*South Australian Produce Market Limited*

Administration Building

Burma Road, Pooraka SA 5095

**Phone:** 08 8349 4493

**Email:** enquiry@saproducemarket.com.au



**PERTH MARKETS**

Perth Markets (the Markets) is Western Australia's only wholesale fruit and vegetable market and plays a pivotal role in connecting the grower to the consumer.

The Markets contribute significantly to the horticultural industry. More than 13,000 individuals access the Market each week and more than 200,000 tonnes of produce is traded annually with a value of more than \$600m. On weekends, the Site is home to a Saturday Wholesale Clearance Market and Sunday Community Market.

Operating from a purpose-built Site on 51 hectares at Canning Vale, Perth Markets provides the critical link between growers, wholesalers, retailers and the fresh produce supply chain.

The bulk of produce is traded through the Central Trading Area (CTA), which consists of 24 market wholesalers. These wholesalers offer an extensive range of product variety, quality and price and have access to a large customer base with more than 334 active buyer groups.

Market operations are complex. More than 100 businesses within the Site receive, store, trade and distribute highly perishable fresh fruit and vegetables in the most efficient manner available to meet the ever-increasing demand.

The operations on Site not only play a critical role in fresh produce supply, but they also contribute significantly to the State's economy. Tenants employ 1,782 people on Site, which benefits local communities and families.

Anecdotally, Perth Market tenants have reported a significant increase in demand for fresh produce since the beginning of the COVID-19 pandemic. They are capitalising on this by making use of new facilities on Site and expanding into cold-chain warehousing.

Perth Markets has attained DA approval for two cold chain buildings (4,000sqm and 4,500 sqm) with construction to commence once tenants have been secured.

**To find out more about these new opportunities**, and be part of Perth Markets' changing landscape, contact our leasing team on (08) 9456 9239 or

**Email:** twood@perthmarket.com.au.

Leasing at Perth Markets puts your business in a central, competitive location, consolidating distribution and offers direct access to buyers and sellers so get in touch today!







## Brismark in brief

### Andrew Young, CEO Brismark and CEO Brisbane Markets Limited

This past year has brought many challenges for our industry with the escalation of COVID-19 coupled with major flooding in Queensland. Despite these challenges, the resilience and reliability of the fresh produce supply chain has continued to shine through the adversity.

Our commitment to improving services to our wholesaler members, associates and other stakeholders continues. Brismark's Credit Service remains a major component of our service offerings with throughput increasing by 3.26% last financial year. The Credit Service assists our wholesaler members to simplify transactions, invoicing, and end of financial year tax preparation as well as mitigate bad debts. Likewise, buyers have the benefit of simplified buying, consolidated accounts, and a choice of two different payment terms. The anticipated completion of our new Credit Service portal will help to enhance the experience for our Credit Service buyers and billers alike.

Brismark continues to work closely with Brisbane Markets



Limited in relation to the operation and management of the Brisbane Markets site. This collaborative relationship remains an important focus to ensure the successful operation of the site.

This year, we will see the launch of our new Bookkeeping Service to assist buyers with maintaining their financial records. A Debt Recovery Service remains a part of our offerings, providing our Credit Service customers with support to recover debts incurred both inside and outside the Brisbane Markets®.

Cost effective business services such as Human Resources, Industrial Relations, training, recruitment, Work Health and Safety, Quality Assurance and produce testing, have proven of value to our members and stakeholders by supporting them to fulfil their compliance obligations, improve operational efficiency, and grow and develop their teams.

Several events including a Pitstop health awareness event and safety month activities held in partnership with Brisbane Markets Limited, have raised awareness about health and safety amongst our key stakeholders and promoted the benefits of our service offerings.

Channelling our resources into increased consumer targeted advertising and communications, and engaging more retailers to display the *A better choice!* brand, will help support our commitment to promoting the value proposition of the Brisbane Markets®, wholesalers and independent retailers working together to supply Queenslanders with a large variety of fresh produce daily.

We look forward to seeking and taking advantage of new opportunities over the coming year to support our members and add value for our sector.



## Pit Stop raises health awareness

Brismark held its annual Pit Stop event last June to raise awareness amongst the Brisbane Markets community around preventable illnesses.

Pit Stop is a program designed by Queensland Health which is run in partnership with the Queensland Department of Gastroenterology. The program uses a mechanical theme to promote and conduct health screen tests in a non-medical environment. Station partners at the event included occupational nurses, Bowel Health, Nutrition Australia Queensland, My Health for Life, and Addiction Services.

A number of stations were set up to assess participants, including Oil Pressure (blood pressure), Exhaust (smoking), Duco (skin), Chassis (weight), Roadworthiness (fitness), Headlights (breast health), Shock Absorbers (mental



The Oil Pressure Station at the Pit Stop event 2021.

health), Spark Plugs and Gear Box (testicular/cervical), Fuel Additives (alcohol and other drugs), Fuel System (nutrition), and Extractor (bowel health).

Over 50 participants were given a 'work order form' and 'tool kit' at the gate to take along to each station, collecting resources such as nutrition flyers, standard-sized drinking glasses, novelty toilet paper rolls - and of course, some fruit! - between assessments.

## Awards reinforce safety message

The Safety Star Awards were held in October to coincide with National Safe Work month. Sponsored by Brisbane Markets Limited (BML), the awards encourage market tenants to submit innovative safety initiatives to address identified Work Health and Safety (WHS) risks.

Armstrong Brothers took out the inaugural award last October for an initiative created and implemented by their forklift drivers to reduce the collision risks associated with high pallets of produce stored at the corner of their consolidation area. In consultation with floor staff, they created a policy whereby pallets and stock are stacked no higher than shoulder level to provide adequate line of sight for forklift operators and to reduce the risk of collision.

Managing Director and CEO of BML and Brismark CEO, Andrew Young, said that the event supports a collaborative approach to create a site-wide safety culture at the Brisbane Markets®.



The Armstrong Brothers team with their Gold Safety Star Award.

"It also reinforces Brismark's commitment to providing services that support its members and stakeholders to harness greater health and safety amongst their work force," said Mr Young.

Brismark's WHS services help market-associated businesses to fulfil their WHS obligations. Services include policies, templates and staff training as well as WHS manuals, specifically designed for wholesale businesses operating within the markets and retail businesses. In addition, Brismark offers comprehensive, annual workplace audits which provide businesses with a report and recommendations to improve their WHS compliance.





## SA Chamber in brief

**George Giameos, General Manager, SA Chamber of Fruit & Vegetable Industries Inc**

The roles within the Chamber remained unchanged with Mark Brougham continuing on as President and Andrew Christophides continuing on as Vice President.

Fruit Fly restrictions played a major role within the market community with restrictions on displaying and delivery of produce within the market increasing costs for wholesalers.

Membership remained steady at 34 members. The total number of wholesalers is now 37, down from the original 58 that started in 1988. Wholesalers believe the reduction in numbers is beneficial and will assist with the longevity of the remaining members.

The Chamber continues to provide member benefits with savings through our group deals with Telstra, Mobil, FreshTest, Supagas and various other suppliers. These deals give members savings along with some of them providing income for the Chamber.

Membership of the Credit Service (SA Produce Credit) remains strong with approximately 81% of the Secondary Wholesaler/Retail customer base utilizing the service. We have 100% Wholesaler participation as well as a number of Growers in the Growers pavilion utilizing the service. The Credit Service had no bad debts in 2021.

I would like to thank Penny & Michaela for their efforts in relation to Pick a Local – Pick SA (A Better Choice) program. The Pick a Local – Pick SA (A Better Choice) campaign has been successful with 105 stores having signed up to the program. Of these, 39 pay additional funds to promote their businesses and receive additional benefits. Promotional activities are important to ensure the long-term viability of the industry.

I would like to thank the members for their support throughout 2021 and look forward to improving the services offered to our members in 2022.

Lastly, I would like to thank the Committee (Mark Brougham, Andrew Christophides, Andrew Sinnott, Greg James, George Antonas, Peter Koukos and Mark Russo) for their tireless effort and support. Their voluntary contribution to the organization will help guide the market to a better future for the upcoming young leaders.



Anthony Romeo 2021 Cherry King



## A better choice!

During 2021, the Pick A Local, Pick SA! marketing campaign continued in South Australia as a cobranded marketing activity with the National Brand, 'A better choice'.

As well as participating in the two national retail campaigns, the local team followed a seasonal calendar of activities to raise brand awareness across the horticultural supply chain from grower, wholesaler and retailer through to the consumer.

A paid retailer participation program was introduced in April 2021 with 40 of the 100 SA independent stores taking up the membership that provides personalised marketing services and access to the seasonal and national marketing campaigns.

Callum Hann continued as brand ambassador for Pick a Local, Pick SA! supporting the brand through radio commercials, video content produced for social media channels, in-store collateral and supporting public relations activities.

The launch of the SA Adelaide Hills Apple and Pear season was highlighted through an April Fools campaign where Callum Hann recorded a social media video with grower Duncan Nicol introducing a new variety of apple – The Strapple - a strawberry flavoured apple grown in the Adelaide Hills. A gifting program was also completed putting a fresh Adelaide Hills grown apple and pear on the desk of some 120 media and social influencers.

As part of the Ausveg SA inaugural conference, a growers showcase and market tour aimed at buyers, media, chefs and influencers was conducted to provide an insight into the horticulture supply chain in SA. Joined by Callum Hann, the event gave a behind the scenes early morning market tour and showcased a selection of growers. The Ausveg SA annual awards included Market Fresh as a finalist nominee under the category of "Industry Impact".

The team continued to share grower stories through video and photography content creation featuring in-season producers. The content has contributed to the growth in reach of the social media channels now having a combined fan base of 20k+ reaching a primarily South Australian audience of some 200k+ each month.

In-store demonstrations were limited due to COVID, however campaigns were activated for brands including

The Chosen One, Costa Farms, Zerella and Nutri Kiwi.

During SA Citrus Season a media gifting campaign was undertaken alongside a comprehensive in-store demonstration schedule sampling locally grown citrus and a social media campaign encouraging social posts with a citrus selfie smile.

A number of community programs continued to be supported with donations of fruit and activations held with the Adelaide Community Basketball Association, SA Districts Netball Association, Salisbury Run, Walk for a Veteran, as well as participation in SAFM breakfast morning show outdoor broadcasts at a number of primary schools during winter.

On air radio commercials continued to air on SAFM, a bus back outdoor advertising campaign was rolled out, regular market updates continued on Radio Italiana and ABC Country Hour and the PR campaign remained active providing opportunities for share of voice in the media.

To launch SA strawberry season retailer Tony and Mark's hosted an instore event with growers donating pallets of strawberries to be sold with proceeds donated to the Childhood Cancer Association. The \$10,000 donation received wide media coverage and created voice for the start of the season.

The SA cherry season was marked with a Cherry Auction at the markets which raised \$50,000 for Camp Quality and achieved generous media coverage across TV, print and digital media.

In December a donation of 15,000 Nicol carrots were distributed to South Australian children through the Santa's Wonderland interactive family event held at the showgrounds where visitors took home a piece of SA grown reindeer food.



SA Strawberry Season launch 2021







## Fresh State in brief

**Jason Cooper, CEO, Fresh State Ltd**

As the Melbourne Market enters its seventh year at the Epping site, Fresh State reflects on the challenges faced in recent years but continues to look forward to creating outcomes that will benefit our members and the future of our market community.

Every business in the market has had to remain resilient over the last few years, as we all navigated problems that we had not previously encountered. This resilience drove us to build back better and create processes that ensured sustainable operation of the market, despite any future challenges we face.

In 2022 we focus on our commitment to our members, ensuring effective representation of our members and their businesses and continued protection and promotion of their interests when situations arise, both within the Epping site and the broader industry.



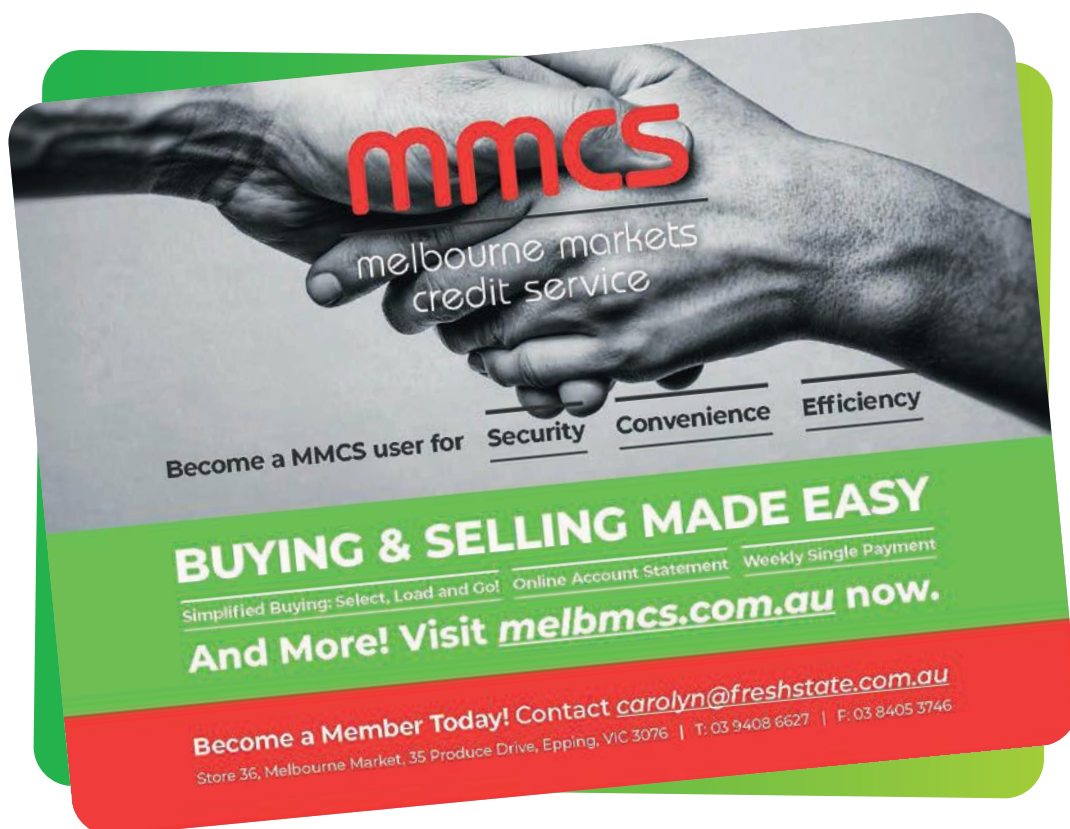
Fresh State continues to provide quality services to its members and the greater market community, including the Melbourne Market Credit Service (MMCS), the Fresh State Gas Station, Fresh Test and Data Fresh.

Despite the challenges faced in previous years, the Melbourne Market Credit Service (MMCS) continues to be a professional service that is widely recognised for its advantages by market users. The MMCS enables sellers and buyers of fresh produce to conduct their business more efficiently and effectively.

The MMCS has been in operation for over 25 years, during which it has provided the highest standards of excellence and service to Fresh State members and MMCS users, and ultimately improved their cash flow. We are in the final stages of implementing a new software system which will provide an even more efficient system for our Credit Service users.

If there's one thing that we have been reminded of recently, it's the resilient spirit of the Melbourne Market. With more lockdowns than we care to remember that caused and continues to cause business disruptions and has even fundamentally changed the business model for some businesses.

While the last couple of years has been challenging, it has been a learning experience for all of us, not only in our businesses but in our family lives as well. We're optimistic about the year ahead and will continue to deliver value to our members.





## Official Launch of 40-Year Celebration Wall

On Wednesday the 16th of December 2021 the 40-Year Celebration Wall was officially launched. The wall showcases the names of those who have reached their 40-year anniversary working within the Melbourne market and recognises this significant milestone in their careers as well as their contribution to the market.

Inductees were presented with a gold access card and a framed 40-year service certificate for their achievement.

The audience was fortunate to hear from Luis Gazzola, of Gazzola farms, who has worked at the market for 64 years. Luis delivered a speech reflecting on the significance of the market community during his career. He offered the following advice "We are all in the perishable food business which always throws up many challenges, but I have always found that perseverance makes perfect. The market hours and lifestyles can also be

a challenge and it is a lifestyle that does not suit everybody. If you enjoy it, you stick to it... So, my advice to all market users is, make the best of it and the most of it and enjoy it... We are a very important cog in the food industry wheel."

Another recipient of the award, Tony Nigro, who has been working in the industry for 50 years and for Fresh State for 38 years, was unable to attend the ceremony so Jason Cooper, Fresh State CEO, visited him to hand deliver the certificate.

Congratulations to all who have accomplished this milestone and thank you for your contribution to the Melbourne Market community. The next time you see a market user with a gold access card be aware of their ongoing contribution to the Melbourne Market.

## Fresh State Coffee Cart



The Fresh State coffee cart is up and running and has been serving hot coffee to the Melbourne market community.

The coffee cart will be out on the market floor on a monthly basis, and there is an opportunity for wholesalers and other market businesses to sponsor the coffee cart and have their logo featured for everyone to see!

The coffee cart is available for Fresh State members to use at market events, including fundraisers, BBQs, and other celebrations. Fresh State provide all of the supplies needed to use the cart.





## Market West in brief

**Rod McPherson, CEO, Market West**

The continuing challenge of maintaining fresh produce supply via the Perth Central Markets within the COVID-19 environment was dealt with admirably within WA. Our Members were able to manage their businesses well and generally keep their customers well stocked with the majority of produce being available.

The usual seasonal and climatic conditions remained but the market was generally able to function normally. The State Government's strict protocols were challenging to many businesses, however with no significant lockdowns or outbreaks similar to those experienced on the east coast it was a near 'business as usual' capability within the market. The Perth Markets site was compelled to impose vaccination entrance restrictions in line with the Government directions and most site users complied.

The industry did continue to experience the national labour shortage and logistical issues which had some effect on supply. A strong reliance on local produce helped overcome some of those challenges. In early 2022, the significant disruption to rail freight across the Nullarbor provided a further challenge to the supply chain but again the local produce remained a strong

advantage in that area. Despite these issues, prices remained strong ensuring a good return to supply chain participants given the new environment and helped offset the increased cost of doing business.

At our AGM in November 2021 Market West Members re-elected James Ryan (Perfection Fresh) as Vice President, Paul Neale (Mercer Mooney) as a Committee Member and we welcomed Will Connor (Fresh Express) as our newly elected Committee Member, all for 2 year terms.

A smoky sunrise welcomes a new day at the Perth Markets



## Market West Credit Service

For the 2020/21 financial year, despite the challenges, the credit service member turnover was a record \$594m (+10%) on an average 334 active buyers. In 2021/2022 so far we are operating at very similar levels. This confirms that while trading conditions were difficult within the wider economy the central market process, produce supply and prices remained solid.

The Market West Credit Service remains an efficient key distributor of buyer purchase payments to our Members. We are the only credit service to turn the weekly payment over on the day of payment (Wednesday) and distributed that day.

Consistent follow up results in low levels of 'late payment', currently below 1.5% on weekly average turnover of \$11.4m. Any late payments are then distributed on Friday to Members to provide all available funds to assist Member cash flow enabling a quick return to their growers.

The decision has been made to implement new credit service software partnering with other states to keep pace with industry trends and creating an even more efficient environment for cash flow management. It is important that we treat the implementation as an opportunity to enhance our customers businesses in the path forward.



# Charity Cherry Auction

Tony Ale on behalf of the Alessandrini family, was awarded the title of 2021 Charity Cherry King by purchasing the box of cherries for a generous \$50,000.

Tony, his son John and the Alessandrini family have been huge supporters of the Cherry Auction and the Perth Children's Hospital Foundation since its inception. The event raised \$86,000 for the Perth Children's Hospital Foundation Oncology Department to help kids fighting cancer. In less than three decades the Perth central market buyers, growers and fresh produce community has donated a staggering \$1.6 million to the Foundation.



The Maddington & Canning Vale Toyota Chariot escorts the Cherry Princesses



Tony Ale –  
The Cherry King  
& Princesses  
Imogen and  
Maddy

## Market Operations

The market operator, Perth Markets Group (PMG) has completed their review of the site operating rules with Market West providing significant input into the review.

It is important that site users are able to continue to operate normally, while ensuring that safety compliance and operational efficiencies could be enhanced. This is extremely important with the implementation of the statutory Workplace Health and Safety reforms which became law within the State on 31 March 2022.

Market West continues to play an active role in working with PMG to make the site a better place to do business for the fresh produce supply chain. We retain 2 seats on the PMG Board and built our shareholding to over 2.1m shares providing regular shareholder income and validates our desire to enhance the site for the industry.

## *A better choice!*

The national retailer program maintains steady growth, and membership is currently sponsored by Market West and Perth Markets Group.

The 2 national campaigns that were run last year were well received by the retailers and consumers. The Shop & Win campaign was particularly popular with retail customers and the Local Youth Sports Initiative provided valuable links to community clubs and their participants, broadening our overall reach. We look forward to further campaigns building the *A Better Choice* brand recognition and the independent retailer produce quality and customer service advantages.

## Market Pricing and Statistics

We continued to work with our Members to increase the integrity of the data provided.

We examined the industry to ensure that new produce lines are included and existing produce remains relevant.

After a significant review of the data gathering and formulation methodology a couple of years ago we now have automated data collection from 96% of the central traders. Data is now 'real time', broader in scope and produce covered. This increased quality of reporting has received high level acceptance within the industry and external agencies creating reliability and relevance to stakeholders.

## New LPG Facility

The new LPG facility managed by Market West is under construction and should be operational by June 2022.

Market West has engaged Origin Energy as the preferred LPG supplier and hopes that this agreement will provide ongoing benefits to our Members and other LPG customers. The previous facility was required to close as a result of new safety regulations not allowing undercover storage tanks.



# DO YOU NEED CONFIDENTIAL HELP TO SORT OUT A TRADING ISSUE?

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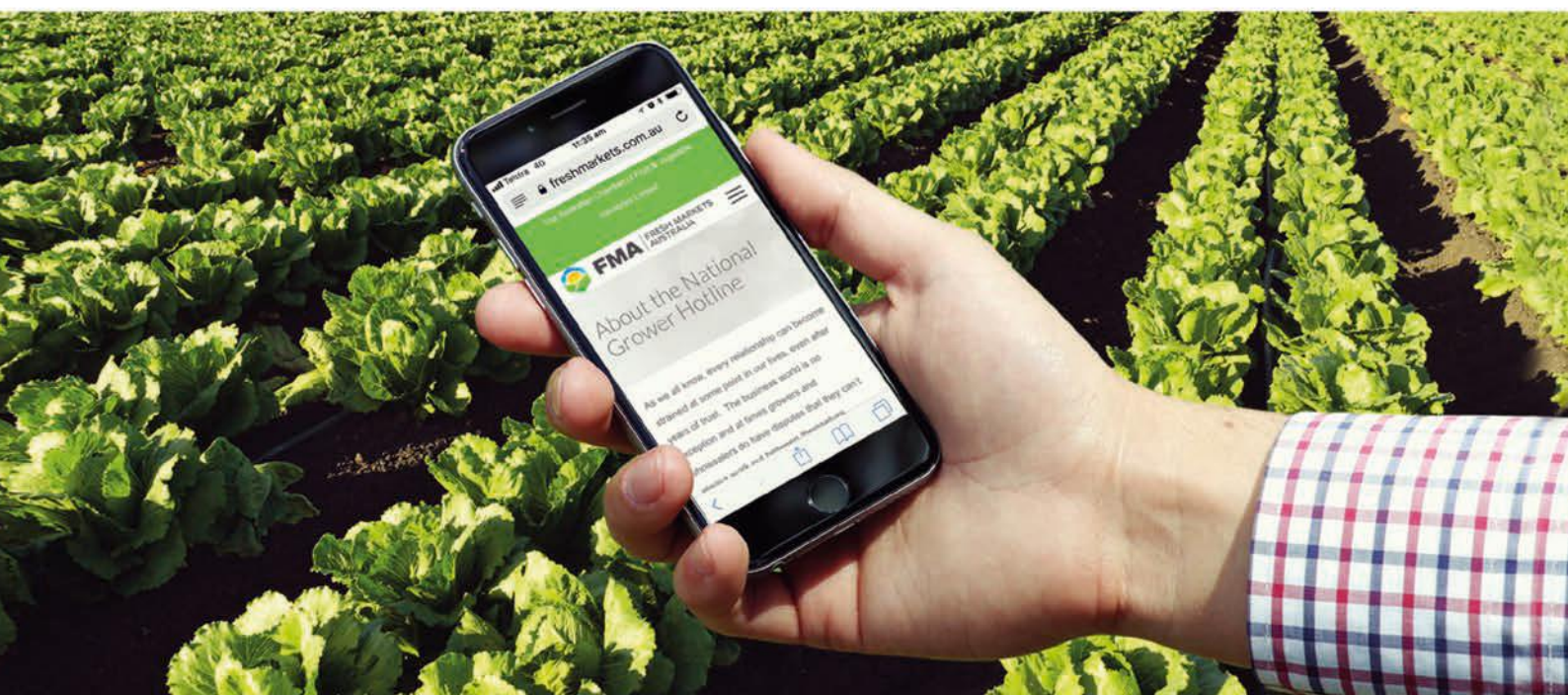


## FreshCode

Contact your *local* Dispute Resolution Service.

- operates in each Central Market
- specially designed to investigate issues raised by growers
- it's confidential
- experienced Dispute Resolution Officers
- successful outcomes

<b>Brisbane</b>	1800 631 002
<b>Sydney</b>	02 9764 3244
<b>Melbourne</b>	03 9408 6627
<b>Adelaide</b>	08 8262 1122
<b>Perth</b>	08 9455 2742
<b>Newcastle</b>	02 4923 3700







*A Better Choice Retailer of the Year – The Floreat Market*

## Perth Markets Ball & Retailer of the Year

We were fortunate that the reduced community restrictions still allowed us to hold this annual event in October 2021 at the Crown Ballroom.

A record 585 guests were treated to a vibrant 'Carnavale' theme with great entertainment, in a celebration of the industry achievements during a unique period for the industry.

In the Retailer of the Year, 240 nominations were received across 8 categories narrowed down to 55 finalists on the night. These awards continue to increase in desirability and prestige, reflected in the growing nominations received and retailer commitment to excellence in customer service. The Fresh Produce Retailer of the Year was Mr Fresh Carine also earning a \$5,000 bonus from award sponsor the Commonwealth Bank. A Better Choice Retailer of the Year was The Floreat Market. We thank Perth Markets Group as a key supporter of A Better Choice and as naming rights sponsor for the Ball.



Retailer of the Year - Mr Fresh Carine

## Perth Markets Golf Day

The golf day returned to the Vines Resort Ellenbrook Course in the picturesque Swan Valley, after a few years.

17 teams participated with the winners on handicap being John the Fruiterer. It was a fun day with plenty of banter between participants and some friendly rivalry.

Our valued sponsors Maddington & Canning Vale Toyota provided a \$49,000 Toyota HiLux Crew Cab Ute for a hole in one at the difficult 13th hole. No one took out the prize but it provided plenty of excitement. We also thank Perth Markets, Toyota Material Handling and Origin Energy for their support of the event.







## Freshmark in brief

**Meegan George, CEO Freshmark**

The 2022 financial year saw our industry continue to adapt to working with COVID and the associated labour shortages that ensued. Difficulties faced by the industry became amplified by inflationary pressures brought about by rising production costs, unprecedented weather conditions and the Russian-Ukraine conflict. However, our sector has shown incredible levels of creativity and resilience in the production, distribution, and sale of fresh produce, ensuring our mandate of achieving food safety and security is always met.

NSW Chamber of Fresh Produce Limited, trading as Freshmark, is now in the third year of our 2019/24 Strategic Plan. The Strategic Plan has become the roadmap to achieving agreed programs and policies to increase member productivity and operational efficiency for the long-term benefit of our industry. Consequently, more than 40 projects have been delivered responsive to our five (5) key strategies:

- Business Services: driving operating efficiencies.
- Industry Advocacy: policy development.
- Marketing/PR: awareness and behaviour.
- Events: cohesion and collaboration; and
- Capacity & Capability: fit-for-purpose.

Which are aligned with our Vision “to be a relevant and reliable provider of services to the NSW fresh produce industry, improving the operating environment for independent businesses,” assisting our members’ businesses to grow while preserving the sustainability of the central market system.

Collaborating with our members, we made good progress toward our strategic goals despite significant challenges – not the least of which were ongoing disruptions from the pandemic that continue to impact our members and personal lives substantially. Our members successfully worked within the confines of sudden lockdowns, COVID-Safe ways of working and additional COVID-related costs, not to mention the effects of the NSW and Queensland floods and the Russian-Ukraine conflict. They quickly adapted to each new challenge, and we collaborated to make the most of every opportunity that allowed us to achieve incredible deliverables and milestones.



The beginning of our operation year saw Freshmark farewell CEO James Kellaway and the transitioning of leadership, resulting in my tenure as the new CEO, Meegan George. The focus since then has been to understand better the needs of our members and what brings the greatest value to their business. Through a Member Survey conducted in early 2022, industry advocacy and representation were reiterated as being the offering that provides the greatest value, leading to Freshmark heightening our advocacy and representation activities to include the:

- appointment of Freshmark to the ACCC Agricultural Consultative Committee to provide input and monitor the Horticulture Code enforcement and changes to the Horticulture Produce Agreements.
- appointment of Freshmark to SkillsIQ WRAPS Committee (NSW Wholesale, Retail, & Personal Services Industry Advisory Committee), to identify skill priorities, skills shortages, and emerging workforce need related to our industry.
- appointment of Freshmark to the ‘Fresh for Kids’ Committee to promote healthy eating choices for children.
- stakeholder member of the Steering Committee to oversee the strategic direction of ‘A better choice!’
- successful collaborative lobbying to the Australian Government to extend the working hours for Student Working Visas; and
- TAFE NSW strategy collaboration for the design of the Fresh Produce Course certification to upskill our entire supply chain and promote our industry to young people as a viable career option with recognised qualifications.

Freshmark amplifies our members’ areas of interest and concerns by actively engaging in networking events, workshops, and forums, including the National Farmers Federation 2022 Election Wish List, ACCI Conference with the Hon. Matt Kean MP, Treasurer of NSW and Minister for Energy, NSW DPI Quarterculture and Hort Innovation International Trade Industry Forum. These events have allowed Freshmark to share our common goals with industry associations, government delegates and stakeholders, amplifying our members’ voices further. However, Freshmark’s own events program has continued to be hampered by COVID, resulting in most networking events having to be put on hold during 2021 and 2022, except events that could be conducted within the confines of COVID safety protocols, such as Office Professionals Day.



Our advocacy efforts have also been complemented by heightened levels of internal and external communication. Social media platforms continue to grow to include Facebook, Instagram, LinkedIn, and Twitter, achieving engagement results well above the industry benchmark. And, based on our Member Survey, social media is becoming a preferred form of communication amongst our younger members. Freshmark's EDM suite targeting our wholesalers, growers and greengrocers provides our strongest communication mouthpiece to the industry. These mediums have strong engagement rates and are now taking advantage of our new website that has all the latest data and information - [www.freshmark.com.au](http://www.freshmark.com.au).

Freshmark has been initiating and implementing business services to increase member productivity and operational efficiency. We have delivered a revamped LPG gas site, involving new bowsters and a card reader. We continue to offer fresh produce residue and microbial testing through the FreshTest service to satisfy the needs of ever-increasing QA audit requirements and a national Telstra phone plan that continues to offer excellent value to members and non-members. Additionally, we provide an Officeworks customer group, offering members access to over 1500+ specially priced items; obligation-free quotes for printers through our business partnership program; and HR services to ensure compliance with Fair Work the National Employment Standards.

'A better choice!' continues to produce extraordinary content and marketing for independent local greengrocers, helping us to increase engagement with our retailers and create greater connectivity to consumers through social media, radio and in-store advertising and the provision of POS material to highlight shopper benefits in-store.

Freshmark has become instrumental in supporting our members regarding the Horticultural Code of Conduct wholesaler obligations. We have offered tailored training

to the wholesaler community and for members the provision of documentation and one on one support to assist in its implementation.

Freshmark continues to focus on supporting our members on a more personal level, with each Freshmark employee assigned to ten or more members. This provides our members with a dedicated contact that they regularly engage with and Freshmark the opportunity to hear and respond to members needs on a more proactive basis.

As we look to the future, 2022/23 will become another exciting year for us. Our members will continue to influence our strategic direction derived from the face-to-face Member Survey we conducted in early 2022. The outcomes will enhance our current 2019/24 Strategic Plan, to help grow members' businesses and our industry for the long term and ensure our products and services bring the most significant value to our members.



Freshmark & A better choice! retailers help local sporting clubs





# A better choice!

Quality **FRESHNESS** Service

**Supporting over 600 independent  
fruit & veg shops around Australia**

By shopping at their local fruit and veg shop  
customers are making...

## A better choice!

- ✔ **A better choice** of available products
- ✔ **A better choice** for freshness
- ✔ **A better choice** for knowledge and service
- ✔ **A better choice** to support your local community
- ✔ **A better choice** for you and your family

**WE ARE VERY SOCIAL!**



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Facebook and Instagram



Get in touch with your local 'A better choice!' representative to find out more about the program.  
[info@abetterchoice.com.au](mailto:info@abetterchoice.com.au)



**FMA** FRESH MARKETS AUSTRALIA

**cmaa**   
central markets  
association of  
australia



# Wholesaler Directory

## BRISMARK

### Alfred E Chave Pty Ltd

Anthony Joseph  
0418 827 584 / 07 3379 1071  
tonyj@alfredechave.com.au

### Arcella Banana Company

Patrick Arcella  
0408 133 233 / 02 9746 7857  
dom.arcella@tropicananabana.com.au

### Armstrong Bros Fruit & Veg Merchants

Lachlan Armstrong  
0447 787 094 / 07 3379 5344  
lachlan@armbros.net.au

### Australian Ethical Growers

Claire Crocker  
0428 851 699  
claire@australianethicalgrowers.com.au

### BG Brisbane

Anthony Gribben  
0411 723 001 / 07 3278 2877  
agribben@bgbrisbane.com.au

### Carter and Spencer

Matthew Spencer  
0438 138 017 / 07 3361 5555  
matthew.spencer@carter-spencer.com.au

### Central Park Produce

Jonathon Goody  
0417 713 235 / 07 3193 5240  
jon@centralparkproduce.com.au

### Costa Group

Ryan O'Keefe  
0427 604 211 / 07 3379 0300  
ryan.okeefe@costaexchange.com.au

### Cumming Produce Centre

Nick Marentis  
0438 270 672 / 07 3379 3409  
sales@cummingproduce.com.au

### Don Alroe & Sons

Paul Alroe  
0412 755 665 / 07 3379 3554  
paul@donalroe.com.au

### Favco Queensland Pty Ltd

Mark Clarke  
0407 781 792 / 07 3717 1500  
markc@favcoqld.com.au

### Franklin Bros

Robert Hinrichsen  
0412 700 570 / 07 3379 5944  
robert@kalfresh.com.au

### Garden Verde

Bassam Abou Chahla  
0410 417 916 / 07 3379 9590  
verde@bigpond.net.au

### Gibb Bros

Nicholas Gibb  
0419 175 878 / 07 3379 9999  
nick@gibbbros.com.au

### GNL Produce

Brett Cullen  
0419 706 331 / 07 3278 1275  
admin@gnlproduce.com.au

### Gollagher Bros Pty Ltd

Stephen Gollagher  
0409 635 700 / 07 3278 3711  
stephen@gollagher.com.au

### Gourmetlink

Douglas Rylance  
0418 748 096 / 07 3278 1724  
doug@fruitlink.com.au

### H E Heather & Co Pty Ltd

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troybeaton@heheather.com.au

### Ireland 53

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### J Allen Pty Ltd

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### J E Tipper Pty Ltd

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steve@jetipper.com.au

### J H Leavy & Co

Peter Tighe  
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### John Potter Pty Ltd

George Lathouras  
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### King Pak Australia

Jack George  
0408 459 867 / 07 3717 1400  
jack@simongecor.com.au

### KLS Farm Produce

Steven Wright  
0477 887 401  
steven\_work@outlook.com.au

### Lavender & Sons

Gary Lavender  
0412 192 370 / 07 3278 5082  
gwl2@bigpond.com

### Lind & Sons Pty Ltd

Fraser Lind  
0418 714 528 / 07 3379 7999  
lindandsons@lindandsons.com.au

### M & D Vegetable Specialists Pty Ltd

Mark Moore  
0418 784 249 / 07 3379 5500  
markmoore072@hotmail.com

### Marendy & Sons Produce

Mary Marendy  
07 3379 1384  
marendyandsons@bigpond.com

### Marland Mushrooms

Troy Marland  
0439 968 878 / 07 3278 1112  
admin@marlandmushrooms.com.au

### Montague Fresh (Qld) Pty Ltd

Hamish Montague  
0408 750 869 / 07 3270 3175  
hamish@montague.com.au

### Murray Bros

Stephen Edwards  
0438 949 911 / 07 3875 8100  
sedwards@murraybros.com.au

### Nutrano Produce - Bananas

Craig Ball  
0422 001 248 / 03 9428 1748  
craig.ball@nutrano.com.au

### O'Toole Produce

Paul O'Toole  
0429 100 500 / 07 3278 1700  
paul@otoole.net.au

### Perfection Fresh Australia Pty Ltd

Jane Rowles  
0400 877 020 / 07 3310 3900  
jane@perfection.com.au

### Pershouse Produce

Peter Kedwell  
0419 673 344 / 07 3379 3034  
pk@asbarr.com

### Priority Produce

Steven Rosten  
0413 199 904 / 07 3915 4140  
steve@priorityproduce.com.au

### R W Pascoe

Noel Greenhalgh  
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noel@rwpascoe.com.au

### Rising Sun Produce

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### Romeo's Marketing (QLD)

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0412 967 107 / 07 3278 5455  
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### Ross & Co

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### Shamrock Marketing

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**So Crisp**

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**Stanton & Son**

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stantoninvestments@bigpond.com

**Top Class Fruit Supply**

John Mastroianni  
0419 930 830 / 07 3278 6188  
john@topclassfruit.com.au

**United Lettuce**

Mark Murphy  
0418 798 462 / 07 3379 9288  
mark@infruit.org

**United Organics**

Martin Meek  
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martin@unitedorganics.com.au

**Viva Produce**

Peter Lahey  
0418 752 404 / 07 3379 7309  
peter@bananaripeners.com.au

**FRESH STATE****Arcella Banana Company Pty Ltd**

Patrick Arcella  
0418 471 114  
abcbananas@bigpond.com

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\*Figure taken from Harvest Trail Inquiry 2018



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