



**FMA** | FRESH MARKETS AUSTRALIA

# EDITION 16

## YEARBOOK



A better  
choice!

## A better choice!

What retailers & wholesalers say about us...

"A better choice being part of 'A Better Choice'... The knowledge of what they are doing... in the industry which is supporting local growers... means they are able to offer their customers... the best quality produce... available in the market..."

— Luke Kelly, Adelaide, NSW

"The program helps educate customers on the... benefits of choosing local... produce... ensuring product... freshness... and... keeping independent businesses alive."

— Brian O'Neil, Fresh Provisions, WA

"A better choice makes a difference in stores... and by increasing also sampling and getting... more people to try local... produce... it's a win-win for everyone... involved..."

— Todd K. from Maryland, NSW

"We as a small business... often don't have the... marketing resources to constantly... offer help to reach a wider audience..."

— Justin, Colivara, Queensland

THE AUSTRALIAN CHAMBER OF FRUIT AND VEGETABLE INDUSTRIES LIMITED



## Toyota is the forklift leader in Australia's fresh fruit and vegetable markets.

1. Proven performers in the fruit and vegetable markets environment
2. New and used forklift purchase, rental or lease options
3. Superior service and parts back-up and support
4. Massive range with Toyota Material Handling's world leading products
5. Flexible finance available through TMHA Finance
6. Stability of dealing with the world's largest forklift company\*

To make the smart choice and discover how Toyota Forklifts can make a difference to your operations, talk to us today!

\*dhf Intralogistics online / magazine 2024/25



PROUDLY DISTRIBUTED BY  
TOYOTA MATERIAL HANDLING

**1800 425 438**  
[toyotamaterialhandling.com.au](http://toyotamaterialhandling.com.au)

# Contents

## About Us

|                               |   |
|-------------------------------|---|
| Message From The Chair        | 2 |
| About Fresh Markets Australia | 5 |
| Board Structure               | 6 |
| FMA Policy Position           | 8 |

## Hort Code of Conduct

|  |    |
|--|----|
| The Horticulture Code Review                         | 10 |
| The Beating Heart of Australia's Fresh Produce Trade | 12 |
| A Practical Vision for Reform                        | 14 |

## Industry News

|   |    |
|---|----|
| Hort Innovation                         | 16 |
| By Industry   For Industry              | 18 |
| Roll of Honour                          | 21 |
| Central Markets Take Centre Stage       | 22 |
| Reflecting on a Successful 2025/26      | 25 |
| Message from Freshcare                  | 27 |
| Freshcare First-Hand                    | 28 |
| Primary Production and Processing (PPP) | 29 |
| Coming Soon...                          | 29 |

## 'A better choice!'

|  |    |
|--|----|
| Championing Independent Retail, Connecting Communities | 30 |
|--|----|

## Central Markets

|                   |           |
|-------------------|-----------|
| <b>Brismark</b>   | <b>34</b> |
| Brismark in Brief | 34        |
| Brisbane Markets  | 35        |

## South Australian Chamber

|                     |    |
|---------------------|----|
| SA Chamber in Brief | 36 |
| 'A better choice!'  | 37 |

## Fresh State

|                               |    |
|-------------------------------|----|
| Fresh State in Brief          | 38 |
| Victoria's Bushfire Season... | 39 |

## Market West

|                               |    |
|-------------------------------|----|
| Market West in Brief          | 40 |
| Market Pricing and Statistics | 41 |
| 'A better choice!'            | 41 |
| Market West Ball              | 43 |
| Charity Cherry Auction        | 43 |

## Freshmark

|                         |    |
|-------------------------|----|
| Freshmark in Brief      | 44 |
| Seeing is Believing     | 45 |
| Tradition of Generosity | 45 |

## Wholesale Directory

46



FRESH MARKETS AUSTRALIA - EDITION 16

✉ fma@freshmarkets.com.au

📍 35 Produce Drive, Epping, Victoria 3076

🌐 freshmarkets.com.au



# Message from the Chair

**The past year has again tested our industry. Across Australia, growers, wholesalers, market businesses, independent retailers and food service customers have continued to operate in a difficult environment. Input costs remain high. Freight, fuel levies, labour, finance, compliance, cool chain, food safety and customer expectations are all part of the daily reality of running a modern fresh produce business.**

**Yet, once again, our industry has kept moving.**

## The Market Floor in Motion

I have spent a long time around this industry, and one thing I know is this: you cannot understand central markets from a desk. You need to see the market floor in motion, trucks arriving through the night, forklifts moving constantly, pallets being unloaded, buyers walking the floor, sales teams working across quality, volume and price, and produce moving back out again before much of the country has started its day.

That movement is the physical heartbeat of the central market system. Forklifts and material handling equipment help unload trucks, shift pallets, clear stands, consolidate orders and move fresh produce quickly from grower to buyer in time, in condition and at scale.

## The Backbone of Fresh Produce

The scale of that system is sometimes underestimated. Australia's central markets are supplied by more than 14,000 fruit and vegetable growers and supported by more than 300 wholesalers trading on the market floors. Together, those markets move more than 4 million tonnes of produce each year, with a wholesale value of more than \$8 billion and an estimated 24 million sales transactions annually.

But the real point is what happens next. That produce does not stop at the market gate. It moves out to independent retailers, food service businesses, restaurants, cafes, pubs and clubs, hospitals, aged care facilities, schools and communities across the country. That is why I say central markets are the backbone of the fresh produce industry.

Behind those numbers are real businesses and real families. Many central market wholesalers are family-owned businesses, often second, third or fourth generation. Some have grown into larger operations. Others remain small, specialised and deeply connected to particular product lines, growers or customer groups.

Central markets also perform the hard clearance work for Australian horticulture. They help growers sell all of crop, rather than only the easiest lines, the perfect looking product or the most convenient volumes. They find pathways to market for different grades, sizes, volumes and specifications, and support independent retailers and food service operators who need mixed orders, responsive supply and access to fresh produce across a wide range of lines.



# FMA

## FRESH MARKETS AUSTRALIA

That role is sometimes misunderstood. Central market wholesalers are market makers, risk managers, logistics operators, price discoverers, relationship holders and problem solvers. They help match supply with demand in a perishable market where timing, quality and trust matter enormously.

The relationship between growers and wholesalers is often deeper than many people realise. Many have stood beside growers through difficult seasons, weather events, market shocks and periods of uncertainty. The evidence FMA has gathered this year reinforced that a significant proportion of member traders have direct financial involvement in growing operations, including through supporting, investing in or owning farms.

That trust cannot be created by regulation alone. It is built through conduct, communication and the shared need to get product sold. It is also supported by choice. Central markets give growers access to multiple traders, multiple buyers and multiple pathways to market. When growers have real options, traders know they have to perform, communicate clearly and earn the grower's confidence season after season. That commercial discipline is one of the strengths of the central market system.

## A Once in a Decade Opportunity

This is why the current review of the Horticulture Code of Conduct matters so much.

FMA supports the continuation of the Horticulture Code. The Code has an important role as a baseline framework for dealings between growers and traders, but it has to work in the real world. It must be clear, simple and proportionate, with obligations that can be understood and applied in day-to-day trade. This review is a once in a decade opportunity to get those settings right.

Since the original Code commenced in 2007, there has only been one previous major review before the 2017 remake. The decisions made through this process may shape the regulatory framework for the next decade. That means our industry has a responsibility to speak clearly, constructively and from experience.

FMA's role is to make sure government, regulators and industry stakeholders understand how central market trade actually works. The Code must support fair and transparent dealings, while also reflecting the speed, perishability, relationships and commercial judgement that sit at the heart of our markets.

I have always believed regulation should be as simple as possible and only as heavy as necessary. Good regulation should help people do the right thing. It should be clear, practical and proportionate to the environment it regulates.



## “We need regulation that understands the market floor, not regulation that only looks tidy on paper.”

This is why FMA has approached the review as a major national priority. Through our education and engagement campaign, we have brought together member evidence, independent economic analysis, communications and strategic expertise, project coordination, submission development and FMA's long standing subject matter knowledge of the Code and central market trade.

As part of that campaign, FMA commissioned KordaMentha to undertake independent economic analysis and survey FMA member traders. That work helped build a clearer evidence base around modern wholesaling, trading systems, reporting obligations, cost pressures, grower relationships and the practical operation of the Code.

I want to sincerely thank the FMA member traders who participated in that survey. It was a substantial 54 question survey, and I know it took real time and effort from businesses already under pressure. A 53 per cent response rate was outstanding, and it gave FMA the evidence needed to make sure the real experience of central market traders was properly represented.

Code literacy has also been an important part of our campaign. The Code is detailed and technical, and there is not always a shared understanding of what it means in practice. Our work has focused on building a clearer shared understanding across growers, traders, industry bodies, government, regulators and advisers.

FMA's position is also clear on the practical reform task. The Code must preserve legitimate trading models, including merchant formula/method pricing. That model is a practical and essential part of central market trading, but it needs to be clearly documented, understood and supported by sensible safeguards that reflect how it actually works. It should not be made so heavy or complicated that the flexibility is lost. The Code should also cut unnecessary duplication and administrative burden where those requirements do not improve fairness, transparency or trust.

The message to government is also clear. If Australia wants a more competitive fresh produce sector, it needs to support the independent businesses that keep choice in the system. Strong central markets give growers more pathways, independent retailers more supply options, and consumers more choice.

### Industry-led Progress

FMA's work for members is broader than the Code. We continue to support FreshSpecs, FreshTest, dispute resolution support, Code education, policy leadership and national advocacy.

A Better Choice is another example of national industry leadership. The idea began with a simple question: how could the markets work together nationally to support independent retailers and connect consumers back to the central market system?

Since its launch in 2018, A Better Choice has helped bring markets, wholesalers, independent retailers and consumers together around a simple and powerful message - support independent retailers, back local supply chains and choose fresh. At a time when supply chains are becoming more concentrated, that connection matters.

FreshData is also part of the future. Central markets have always played a critical role in price discovery, and FreshData is about turning that strength into a more structured and trusted national dataset. The engine has been built. What it needs now is the fuel, and that fuel is broader industry participation. The more data that flows into FreshData, the stronger and more representative it becomes for growers, wholesalers, government and the broader fresh produce sector.

### Thank You To our Industry

When I first became Chair in 2010, the national organisation was in a very different place. We did not have the same level of alignment across the markets, the same engagement with government, or the same national voice that we have today.

Over that time, FMA has grown into a respected national organisation with a clear purpose. Our services are stronger. Our policy work is more disciplined. Our engagement with government is more professional. Most importantly, the central market system is now speaking with a clearer and more united voice.

That progress has taken work, and it has taken people willing to give their time for the betterment of the industry.

I want to thank the FMA Board, our state chambers, market leaders and the many members who give their time, judgement and energy to the national organisation. I also want to acknowledge our CEO Brett Collins and Principal Advisor Gail Woods for their leadership and work across the Code review and FMA's broader agenda. Their commitment, professionalism and knowledge are deeply valued.

I also thank our major supporter partner, Toyota Material Handling. Anyone who knows our markets understands the role forklifts and material handling equipment play in keeping produce moving, and we are grateful for their support of FMA and the central market network.

Most importantly, I want to thank our members and wholesalers across Australia.

You are the people who make the markets work. You take the calls, manage the freight, back the growers, negotiate with buyers, clear the stock, handle the pressure and start again the next day. That work is not always seen outside the market floor, but it is essential to the way fresh produce reaches Australian consumers.

The year ahead will be important. The Code review, cost pressures, changing supply chains and market concentration will all continue to shape the environment we operate in.

But our industry has always found a way forward through practical thinking, strong relationships and hard work.

That is what built the central market system.

And that is what will carry it forward.



*Shane Schnitzler, Chairperson*





# Melbourne Market

## Powering fresh produce trade across Australia

Australia's most modern, purpose-built wholesale market. Designed for efficient trade at scale.

[melbournemarket.com.au](http://melbournemarket.com.au)



# About Us

**FMA is the national peak industry body representing each of the five central market state industry bodies (Market Chambers), which themselves are organisations which represent fruit and vegetable wholesalers and supporting businesses in each of Australia's central fresh fruit and vegetable wholesale Markets (Brisbane, Sydney, Melbourne, Adelaide, and Perth).**

In confirming the role that Central Markets have in the horticulture industry in Australia, it is highlighted that they:

- are supplied by some 14,000 fruit and vegetable growers;
- have an annual throughput volume of over 4 million tonnes, with a wholesale value now over \$8 billion annually on-sold by over 300 fruit and vegetable wholesalers;
- supply more than 21,000 food service businesses, and independent fruit and vegetable retailers which rely on the Central Markets: and
- collectively employ over 17,000 people.



## Our Mission

To be a highly effective and professional national industry organisation supporting 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, 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 our values.
- We encourage teamwork.
- We foster accountability.
- We are open in our communications.



## Our Purpose

We strive to further the interests of our members and to represent and promote the Central Market System.

We support the Central Market System to be the preferred choice of all customers seeking the best means of marketing, distributing or acquiring fruit and vegetables in Australia.

## Strategic Imperatives and Plans

1. Provide support services to our Members and central markets supply chain stakeholders.
2. Provide Advocacy and Representation on industry and government issues.
3. Provide industry statistics and information.
4. Promote FMA, our Members and the Central Market System.
5. Develop a strong national industry body supported by the strength of our people and industry.

## FMA Members

**Brisbane**



**Melbourne**



**Sydney**



**Adelaide**



**Perth**



# Board Structure

The five State industry bodies located in Brisbane, Sydney, Melbourne, Adelaide, and Perth Central Markets are part of Fresh Markets Australia (FMA) as its members. Each of these bodies represents their respective wholesaler Members. The operations of FMA are managed by the Board and the Chief Executive Officer.

The Board comprises five Non-Executive Directors and five Executive Directors. During the Annual General Meeting, the Members appoint the Chair, while the directors from the non-executive directors appoint the Deputy Chair.

## Our Board

(as at 31 March 2026)



**Shane Schnitzler**

Chairperson

Shane is dedicated to advancing the longevity and sustainability of Australia's fruit and vegetable industry, particularly the independent sector. With a profound commitment spanning over 35 years, including 13 years in retail, Shane brings a rich expertise to his leadership roles. He holds a Bachelor of Business and has presided over Fresh State Limited for more than eighteen years. Since 2006, Shane has chaired the FMA, where he is recognised as a strategic leader. He played a pivotal role in the launch of the "A Better Choice!" program, designed to support independent retailers and sustain the central market system.



**Carlo Trimboli**

Deputy Chairperson

Carlo has dedicated more than 35 years to the wholesale fruit and vegetable industry and is widely respected for his experience and steady leadership. As Managing Director of Samson's Fruit and Vegetable Supply, and Chair of both Freshmark and the Sydney Markets Foundation and a non-executive director of Sydney Markets Limited, Carlo remains deeply connected to the markets community. He is passionate about supporting local growers and championing fresh, healthy food for Australian families. Under his leadership, Freshmark now operates under a skills-based board model designed to strengthen governance while remaining firmly grounded in industry experience.



**Matthew Spencer**

Non-Executive Director

Matthew has been an integral part of the fresh produce sector since 2008, offering a breadth of experience across various facets of the industry. His expertise spans wholesale and supermarket trade, logistics, as well as import and export operations, further complemented by his hands-on experience in overseeing growing operations. This diverse exposure has equipped Matthew with a deep understanding of the industry's complexities. As a fourth-generation family member of the Carter & Spencer Group, established in 1936, Matthew currently serves as the Director of Group Operations, demonstrating his commitment and leadership within the family legacy. Additionally, since 2023, he has extended his leadership skills and industry insights as a director of Brismark, further cementing his role as a key player in the fresh produce arena.



**Mark Brougham**

Non-Executive Director

Mark operates a provedore 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.



**Claudia Cunningham**

Non-Executive Director

Claudia joined the Board in November 2024. She is a fifth-generation family member of Etherington, a quality fruit and vegetable wholesaler in the Perth Markets, responsible for its technology practices and strategic planning oversight. Claudia is President of The Chamber of Fruit and Vegetable Industries in Western Australia, Director of Perth Markets Group Limited, Etherington's Company Secretary, and a member of the Australian Institute of Company Directors.



**Mark Gummer**

Executive Director

Mark Gummer has more than 25 years' senior executive and board experience across commercial and not for profit organisations, spanning aged care, health, disability services, medical research, education, IP commercialisation, and pharmaceutical wholesaling. He brings deep expertise in governance, strategy, and advocacy, with a strong focus on delivering value for members and positive outcomes for the broader community. Mark is Chief Executive Officer of the Chamber of Fruit & Vegetable Industries in Western Australia Inc (trading as Market West) and FPAA Pty Ltd (trading as Market West Credit Service).



**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 Managing Director and CEO of Brisbane Markets Limited. Andrew is also a Director of 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 teams responsible for what became the successful bids to purchase both the Brisbane Markets and the Perth Markets, and as Managing Director and CEO of Brisbane Markets, coordinated the seamless transition of ownership of the Brisbane Markets site to BML.



**Jason Cooper**

Executive Director

Jason Cooper, Managing Director and CEO of Fresh State Limited, brings a wealth of expertise in relationship management and stakeholder engagement to his role. With a remarkable background encompassing over 30 years in senior positions within various industry sectors, such as Telecommunications and Leisure and Entertainment, Jason possesses extensive knowledge and skills vital for driving organisational success. With almost 10 years experience in the Fresh Produce industry, Jason also serves as an Executive Director on the Board of FSL Members. His multifaceted leadership roles across different sectors further enhance his ability to guide Fresh State Limited towards sustained growth and excellence.



**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.



**Brett Collins**

Chief Executive Officer

Brett is Chief Executive Officer of Fresh Markets Australia and brings more than 30 years of experience across the fresh produce industry and central markets supply chain. He combines extensive senior leadership experience with practical operational understanding of the Horticulture Industry gained through applied and strategic expertise.



**Meegan George**

Executive Director

Meegan has more than 25 years' experience in organisational leadership. As a fierce member advocate, she creates value through an understanding of end-to-end operations and a deep appreciation for customer/market engagement and listening to stakeholder needs. As CEO of the NSW Chamber of Fresh Produce Ltd (trading as Freshmark), Meegan has led a suite of transformational initiatives including the delivery of a new strategic direction supported by clear policy positions and strong advocacy focus. She is an executive director of Fresh Markets Australia and the Sydney Markets Foundation and was previously a non-executive director of Sydney Markets Limited. She also sits on a wide range of industry committees.



# About Us

**Fresh Markets Australia has established various foundational policies to uphold the functioning of the organisation and has also created additional policies to address emerging issues as they arise.**

## 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®

FMA as an owner member of Freshcare recommends that the GFSI benchmarked Freshcare Supply Chain Standard as the industry standard for all wholesalers to improve food safety in the fruit and vegetable industry.

FMA 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.

FMA 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.



# THE HORTICULTURE CODE REVIEW

FROM EVIDENCE TO PRACTICAL REFORM



The 2026 of the Horticulture Code of Conduct is a significant moment for Australia's fresh produce sector and a major national priority for Fresh Markets Australia.

The Code sits at the centre of commercial dealings between growers and traders. It provides an important baseline framework, but it must work in the real world of fast-moving markets, perishable product, variable supply, changing quality, daily price movements and businesses operating under increasing cost and compliance pressure.

For central market wholesalers, the review is about making sure the Code reflects how trade actually occurs on the market floor, supports confidence in legitimate trading models, and remains practical for the growers and traders who rely on it every day.

FMA has approached the review on a solutions focused, evidence based basis. FMA supports the continuation of the Code, while advocating for targeted reforms that make it clearer, simpler, more proportionate and easier to apply in practice.

This work builds on FMA's long-standing role in Code education, practical compliance support and national representation for the central market sector. It also builds on the work identified in the previous Yearbook, where FMA highlighted the need for better Code awareness, stronger shared understanding and proper representation of central market wholesalers ahead of the formal review.

Since then, FMA's work has moved from preparation into evidence gathering, direct engagement, submission development and reform leadership. Through its national education and engagement campaign, FMA has brought together member evidence, independent economic analysis, policy expertise, communications support, stakeholder engagement and its long-standing knowledge of the Code and central market trade.

The campaign has been deliberately constructive. FMA's position is that the Code should evolve in a way that strengthens fairness through better clarity, usability and shared understanding. That includes preserving merchant formula/method pricing as a legitimate and essential central market practice, supported by

clear documentation, practical understanding and proportionate safeguards that do not change the commercial character of the model.

At the time of writing, the review is moving into its next stage, with further material expected to test reform options in more detail. FMA is well placed for that next step, with a strong evidence base and reform principles grounded in practical operation.

FMA will assess the next stage through a consistent lens. Do proposed changes improve clarity and usability in day-to-day trade? Do they reflect the realities of perishable central market operations? Do they support fair dealing without adding unnecessary cost or complexity? Do they preserve legitimate trading models in a workable form and maintain multiple pathways to market for growers?

The timeline on the following page sets out how FMA's campaign has moved from preparation and evidence gathering into market engagement, submission development and the next stage of reform.

The pages that follow then explain why central markets matter, how they operate, and the reform principles FMA will continue to bring to the review.

This review is a once in a decade opportunity to get those settings right. FMA's focus remains clear. A Code that supports fair dealing, reflects real trading conditions, reduces unnecessary burden, and can be used with confidence by growers and traders.



# HORTICULTURE CODE REVIEW TIMELINE

FROM PREPARATION AND EVIDENCE GATHERING TO MARKET ENGAGEMENT, SUBMISSION AND NEXT STEPS

SPECIAL FEATURE  
Hort Code of  
Conduct Review

11

## 1. FOUNDATIONS AND CONTEXT

Setting the framework for the current review

**2007**

### ORIGINAL HORTICULTURE CODE COMMENCES

The first mandatory Horticulture Code of Conduct begins, establishing a national framework for dealings between growers and traders.

**2017**

### CODE REMADE FOLLOWING PREVIOUS REVIEW

The Code is remade following the last major review process, setting the framework now under review.

**2024**

### PREPARING FOR THE ONCE IN A DECADE REVIEW

Industry discussion ahead of the Horticulture Code review begins to increase, including broader consideration of transparency, reporting and trading arrangements across the supply chain.

“  
Practical reform starts with evidence and a clear understanding of how trade works.  
”

## 2. PREPARATION AND NATIONAL ENGAGEMENT

Building the evidence base and engaging across the supply chain

**2025**

### FMA STRENGTHENS CODE AWARENESS AND READINESS

FMA continues Code education, member support and national representation, while preparing for the once in a decade review ahead of the 2027 sunset milestone.

**LATE 2025**

### CAMPAIGN ACTIVATED

FMA begins coordinated campaign planning, including evidence gathering, policy development, communications support, stakeholder planning and engagement with State Chambers and market stakeholders.

**DEC 2025 TO MAR 2026**

### NATIONAL STAKEHOLDER AND POLICY MAKER ENGAGEMENT

FMA engaged across the horticulture supply chain and directly with policy makers to support a practical understanding of how the Code operates in central market trade.

\*Engagement included ACCC, AUSVEG, APAL, NFF Horticulture Council, Citrus Australia and other national stakeholders.

**FEB TO MAR 2026**

### MEMBER EVIDENCE AND INDEPENDENT ANALYSIS

FMA works with members to build the evidence base for its submission, including a detailed trader survey and independent economic analysis by KordaMentha.

**FEB TO MAR 2026**

### CONSULTATION VISITS ACROSS ALL FIVE CENTRAL MARKETS

Independent Reviewer Chris Leptos AO and the DAFF secretariat visit Australia's five central markets. Wholesalers engage directly in the process, explaining the realities of market floor trading, grower relationships, reporting obligations, cost pressures and the practical operation of the Code.

“  
Engagement took place where it mattered most, across the supply chain and in the markets themselves.  
”

## 3. SUBMISSION AND NEXT STAGE

From evidence to reform and ongoing engagement

**MAR 2026**

### FMA REFORM PRINCIPLES DEVELOPED

FMA's reform position is shaped around a practical, proportionate and trusted Code, with focus areas including Pricing with Purpose, Sharing the Responsibility, Modernising the Code through Simplification and Industry Evolution.

**APR 2026**

### FMA PRINCIPAL SUBMISSION LODGED

FMA lodges its main submission to the review, supported by member evidence, independent analysis and national industry engagement.

**EARLY MAY 2026**

### INTERIM REPORT EXPECTED

The Independent Reviewer's interim report is expected in early May 2026. FMA will review the report, engage with members and stakeholders, and continue to advocate for solutions focused, evidence based reform that is practical, proportionate and workable.

**MAY 2026**

### FMA ADVOCACY CONTINUES

FMA will continue to press for practical, proportionate and workable reform through the next stages of the review.

**1 APR 2027**

### CODE SUNSET MILESTONE

The Code sunset date remains a key milestone, but not the end of the work. FMA's focus will remain on practical implementation and support for members.

“  
The test is simple. Does reform work in practice?  
”

# THE BEATING HEART OF AUSTRALIA'S FRESH PRODUCE TRADE

WHY CENTRAL MARKETS MATTER MORE THAN EVER



## A LIVE TRADING ENVIRONMENT

Activity in central markets begins long before dawn. In many markets, trucks start arriving from around 10:30pm the night before, and work continues through to mid-morning the next day. Trucks arrive overnight from growing regions in every state. Forklift drivers move stock across the floor, unloaders break down pallets, sales staff negotiate orders, and buyers move from stand to stand securing supply.

Produce moves through the cool chain, with quality checks and handling that match buyer specifications. Buyers walk the floor, conversations are had, orders are struck and prices adjust according to quality, supply and demand.

Throughout the trading window, new produce continues to arrive, orders are consolidated for retailer warehouses,

and vehicles move in and out of the site. Central markets are dynamic by design, with continuous receivals, order picking and dispatch as supply and demand shift.

By early morning, that produce is already moving again, delivered to independent supermarkets and greengrocers, providores, cafes and restaurants, hospitals, schools and food manufacturers.

**A central market is not a static warehouse or a single distribution centre. It is an open, competitive trading floor operating at speed.** It is Australia's primary open market point of sale where prices form through open competition across a diverse buyer base.

## A WORKING BUSINESS ECOSYSTEM

**Central markets function as coordinated ecosystems. They bring together growers, wholesalers, transport operators, cool-chain providers, market authorities and food service buyers in one physical environment where trade occurs face to face.**



Across the central markets network, around 300 primary wholesalers trade from stands on the market floor. Many also operate associated warehousing and value add services including cool chain handling, ripening, grading, packing and repacking, and logistics coordination.

Several major central markets also include dedicated grower

selling areas, set aside zones where growers and other sellers can trade directly from the market floor.

Nationally, fruit and vegetable wholesaling comprises around 1,500 businesses employing approximately 15,000 people, with revenue volatility classified as high (IBISWorld, 2025). Central market traders range from small family businesses through to medium-sized operators and large enterprises, all working within the same open trading environment, all operating on tight margins. In a perishable environment, conditions can change within days or even hours, with weather events, freight disruptions or sudden shifts in demand materially affecting returns.

**Despite that volatility, markets continue to reset and trade begins again the next day.**

## VALUE ADD SERVICES THAT KEEP PRODUCT MOVING

Central markets do more than host transactions. They provide the service layer that keeps perishable product moving safely and efficiently. Produce is received into cool chain settings, quality checked, graded and matched to buyer specifications. Orders are picked and assembled, including mixed pallets and tailored pack formats. Product may be repacked, labelled or prepacked to meet retailer and food service needs, and some categories are managed through ripening programs. Warehousing, cross docking and logistics coordination support rapid dispatch so product can move from stand to store, kitchen or institution within hours.



## ECONOMIC SCALE AND SUPPLY CHAIN BACKBONE

Central markets sit at the interface between the production base and fresh demand. They perform a system function: clearing daily supply, supporting price discovery in an open trading environment and redistributing product across a diverse buyer base.

Hort Innovation reports a wholesale market level value of \$16.93 billion for Australia's fresh supply in 2023/24. Based on industry estimates, central markets account for around \$8 billion of that value at wholesale market prices each year.

**IBISWorld estimates the fruit and vegetable wholesaling industry, across all channels including central markets, generates around \$12.6 billion in annual revenue (IBISWorld, 2025).** Industry feedback suggests many central market wholesalers operate on a net profit after tax (NPAT) of around 1 per cent, highlighting how tightly these businesses run.



## SUPPORTING INDEPENDENT RETAIL AND FOOD SERVICE

Central markets underpin a broad and competitive fresh food network. They service independent supermarkets and greengrocers food service buyers, and institutional customers such as hospitals, aged care facilities and schools.

**IBISWorld identifies demand from cafes, restaurants and takeaway food services as a positive external driver for fruit and vegetable wholesaling, with growth of around 4.4 per cent per year over 2020 to 2025.** This reinforces the value of flexible supply arrangements that can adapt quickly to seasonality, menu shifts and changing order sizes. Markets are structured to support mixed pallets and order sizes ranging from small through to medium and large. Multiple buyers can access product through an open trading environment rather

than through precommitted allocation supporting diversity in the retail landscape, enabling smaller operators to compete and preserving multiple routes to market for growers.

As supply chains become more vertically integrated or concentrated, purchasing pathways can narrow and flexibility can reduce. Central markets operate differently, redistributing supply across many buyers and maintaining competitive tension when conditions change.

**They remain a critical mechanism for competition, resilience and choice within Australia's fresh food supply chain, helping independent operators compete in an increasingly concentrated retail environment.**





## FMA'S VISION FOR THE CODE

FMA's vision is for a Horticulture Code of Conduct that is practical, proportionate and trusted. It should strengthen fairness through improved clarity and usability, while supporting the commercial realities of Australia's fresh produce supply chain. The Code should evolve into a framework that growers and traders can confidently use and see value in.



### PRICING WITH PURPOSE

FMA's vision for Pricing with Purpose recognises that the merchant method/formula pricing is a legitimate and essential practice in central market trading. The Code should retain this flexibility. The priority is practical understanding of what the Code requires under each trading model. This can be supported through national Code literacy, simpler plain language HPAs, and tools that make the trading model, pricing method, and key expectations clear.

- Retain the merchant method/formula pricing model as legitimate and essential central market practice.
- Support practical understanding of Code requirements under each trading model.
- Use plain language tools and fit for purpose HPAs that make model and pricing method clear.



### INDUSTRY EVOLUTION

The review should recognise what sits within the Code and what is better addressed through broader Industry Evolution. FreshData is progressing as a national, verifiable market price transparency tool and should be strengthened as the sector's core system level mechanism. System level transparency options, including aggregated annual reporting, can build confidence and understanding where they are low burden and do not add red tape. Any remaining coverage gaps should be examined through evidence based whole of supply chain policy, rather than adding cost and complexity within the Code. The outcome should be clearer obligations, lower burden compliance, and a Code that both parties can use with confidence.

- Keep the Code focused on what it is best placed to regulate.
- Strengthen FreshData as the sector's core system level mechanism.
- Support system level transparency options, including aggregated annual reporting, where they are low burden and do not add red tape.

# REFORM PRINCIPLES

## SHARING THE RESPONSIBILITY



At the heart of this vision is Sharing the Responsibility and confidence in the Code framework. Compliance obligations should be workable and applied in ways that reflect how trade occurs in perishable markets. For HPAs, both parties should be able to access the current agreement, understand the trading model, and apply it consistently. Low burden approaches should confirm the agreement is in place for both parties. A national, coordinated education program is essential to lift Code literacy, supported by clear advice pathways and early guidance.

- Apply, shared, role based obligations for growers and traders.
- Keep HPAs accessible to both parties and confirmed as in place, useable in practice.
- Support a national Code literacy program with clear advice and early guidance.

## MODERNISING THE CODE THROUGH SIMPLIFICATION



FMA is committed to Modernising the Code through Simplification. The review should remove or streamline requirements, paperwork and processes that add cost without improving outcomes. HPAs and grower statements should be shorter, clearer and fit for purpose, with reporting focused on substance and usability. FMA supports a simple deemed baseline of minimum protections as a backstop where an HPA is not yet finalised. It should encourage timely HPAs, not replace them, and allow opt out only through an explicit written agreement that is clear to both parties. Reforms should reduce duplication, recognise real world operational limits, and avoid cost shifting, particularly as margins tighten.

- Remove duplication and streamline requirements that add cost without improving outcomes.
- Simplify Code related paperwork and processes, while keeping the core rules that support fair dealing, legal clarity, and business confidence.
- Use deemed baseline protections as a backstop, with opt out only by explicit written agreement.

# Hort Innovation

## Your connection to innovation and industry insight

Hort Innovation is a not-for-profit, grower-owned research and development corporation (RDC) for Australia's \$18.4 billion horticulture industry.

We invest around \$171 million in research and development and marketing programs annually to provide benefit to the 37 industry levies we support and the wider horticulture community.

Focused on innovation and insight, Hort Innovation connects growers to industry changing technology, services, and discoveries and understands the needs of the community.

With a finger on the pulse of the industry Hort Innovation can offer the Fresh Markets Australia community a peak into the trends impacting the industry before the produce even hits your shelves.

### Unlocking insight into the horticulture industry

#### The Australian Horticulture Statistics Handbook

The Australian Horticulture Statistics Handbook is an annual publication that offers the most comprehensive available data on Australia's horticulture industry.

It covers 75 horticultural products including fruit, nuts, vegetables, nursery, turf and cut flowers.

Drawing on data from multiple supply chain sources, including international trade statistics and peak industry bodies, the Handbook contains information on retail and foodservice use, exports and imports, share of production by state and territory, wholesale value, and volume.

This year marks the 12th edition of the report and covers the 2024/25 financial year.

Key highlights from this year included:

**1 Fruit leading the growth:**  
The fruit sector again led national growth, with production values reaching a record \$7.3 billion, underpinned by major increases in avocados, table grapes, and citrus production value. Citrus alone reached its highest ever farmgate value of more than \$1.2 billion, while bananas, melons and dried grapes also hit new highs.

**2 Vegetables see value climb:**  
Vegetables recorded their highest value on record at \$6 billion, increasing 6% in 2024/25 despite a slight fall in production volume – driven by potatoes, tomatoes, cucumbers, lettuce and capsicums.

**3 The world goes nuts for Australian nuts:**  
The nut sector continued its expansion, climbing 13% to reach a record \$1.7 billion in production value. Almonds remained the standout, with production value rising 20% and export value hitting a record \$1.3 billion, the highest of any horticultural export.

**4 Greener spaces nurturing the sector:**  
The nursery sector continued its upward trajectory, increasing 4% to reach \$2.8 billion, continuing to serve as one of the largest categories in the horticulture sector.

**Hort IQ**

Hort IQ provides consumer and customer data and insights on Australian horticulture.

It is Hort Innovation's one-stop shop for powerful consumer insights designed to fuel growth and offers access to comprehensive data about:

- **The market landscape:** Gain a clear picture of the Australian retail landscape
- **Consumer needs:** Understand what drives fruit and vegetable choices in Australia
- **Buying trends:** Stay ahead of the curve with insights into purchasing habits
- **Consumer perceptions:** Discover how Australians view your products

**Become a member today to get access to insights**

Did you know that growers and those across the horticulture value chain are eligible to become a Hort Innovation Member?

Members gain access to insights from the Hort IQ platform and so much more. You will also gain access to:

- **Alerts:** Receive these alerts to news, information and opportunities from Hort Innovation, including investment updates regarding new, ongoing and completed investments and the resources they have produced
- **Horticulture news:** Hort Innovation's Growing Innovation newsletter brings you news and articles from across Australian horticulture
- **Invites and networking opportunities:** Look out for events where you can meet fellow growers and the team behind Hort Innovation, and hear about the latest investments in R&D and marketing from experts

**Become a member today – visit**  
[www.horticulture.com.au/membership](http://www.horticulture.com.au/membership)



2025 Gatton AgTech Showcase

# Become a Member of Hort Innovation

Sign up for  
Membership:



Membership is free and provides you access to:

- Member-only webinars
- Education and training programs, and trials/research collaboration opportunities
- Pre-registration for Hort IQ.

Additionally for levy payers:

- Event ticket offers
- Social media opportunities to highlight your involvement with research
- Voting rights at the Hort Innovation Annual General Meeting.

Join us in supporting a prosperous and sustainable Australian horticulture industry built on innovation.

**Hort  
Innovation**

# By Industry | For Industry

## A Dual Role in Industry

Fresh Markets Australia has a long history of providing meaningful and valuable services to industry. That practical role sits alongside its national representation of Australia's central market wholesalers through the five state market chambers. Together, these functions give FMA a distinctive place in the sector. As both a national voice for industry and a provider of practical services, FMA helps businesses operate with greater confidence, clarity and capability.

In a fast-moving and increasingly complex trading environment, that combination matters. Industry needs representation that speaks to government, regulators and the wider supply chain. It also needs practical systems and support that respond to day-to-day commercial realities.

Fresh produce wholesalers operate at a critical point in the supply chain. Through Australia's central markets, they connect growers with retailers, foodservice operators and other buyers in an environment that supports competition, product range, price discovery and access to services. The work of those markets is immediate and practical. Decisions are made quickly, and questions of quality, logistics, food safety, compliance and commercial judgement often intersect in real time. That operating environment calls for representation that is grounded in the realities of trade.

## Representation and Coordination

That is a central part of FMA's role. Through its national work, FMA brings together market chamber perspectives, supports common industry positions and represents the wholesale sector on issues affecting the operation of central markets and the businesses trading through them. It provides a national point of coordination on matters ranging from fair trading and food safety to broader regulatory and industry issues shaping the sector. In doing so, it brings the experience of central market wholesalers into the conversations where policy and regulatory settings are shaped, while also helping others better understand the continuing role central markets play in Australia's fresh produce system.

## Grounded in the Realities of Trade

Over time, this representation role has been strengthened by FMA's close connection to the day-to-day needs of industry. Its work is informed by what businesses deal with in practice, including produce specifications, testing, documentation, commercial disputes, compliance demands, practical issues arising under the Horticulture Code of Conduct, market information and the wider pressures of a changing operating environment. That practical connection gives FMA a valuable line of sight into the realities of the trade it represents.



It also helps explain why FMA's contribution has long extended beyond representation alone.

Alongside its advocacy and leadership role, FMA has developed and supported a suite of practical services that respond directly to industry needs. These services are not separate from the organisation's purpose. They are part of how FMA supports the sector in a practical and useful way. For industry, that matters. A national peak body can speak effectively on behalf of the sector when it remains grounded in the operating conditions of the businesses it represents. Practical services carry greater value when they are developed by an organisation with a deep understanding of the trade, its pressures and its priorities. In FMA's case, representation and service have developed side by side, each strengthening the other.

That broader contribution can be seen across product standards, food safety testing, dispute support, education and market information work. Some of these services have supported industry for many years. Others reflect emerging needs and the challenge of helping the sector respond to changing expectations around data, transparency and digital capability. Together, they show a national peak body shaped by industry and focused on supporting it in practice.

This combination remains one of FMA's strengths. As the national peak body for Australia's central market wholesalers, it brings together representation, practical support and industry knowledge in a way that keeps its work closely connected to the trade it serves.

## Practical Services in Action

FMA's practical services have developed in response to real industry needs. They support businesses across key areas including product standards, food safety, dispute pathways, education and market information. Taken together, they reflect a long-standing commitment to practical support built by industry and for industry.

### FreshSpecs®

FreshSpecs® is one of the clearest examples of that approach. Introduced in 2006 in response to the introduction of the Horticulture Code of Conduct, it provides a recognised reference point for produce specifications and quality expectations, supporting clearer communication between trading partners and greater consistency in the way quality is described and understood. In practice, its value lies in giving industry a common language around appearance, defects and consignment standards. That helps reduce ambiguity and supports more confident day-to-day trade.

### FreshTest®

FreshTest® remains one of FMA's most substantial and well-established services. Operating for more than two decades, it has become a trusted, nationally coordinated testing program supporting the fresh produce sector with affordable chemical residue and microbial testing. Its value lies not only in the science behind the service, but in the practical support it offers to businesses navigating food safety and quality assurance requirements in real trading environments. Over time, FreshTest has continued to evolve in step with industry need. Digital tools, streamlined administration and broader testing capability have helped keep the service practical, accessible and relevant. Just as importantly, it shows how an industry-led service can deliver both day-to-day operational value and broader strategic benefit. Through its role in residue reporting linked to export market access, FreshTest also supports confidence in Australian produce systems beyond the domestic supply chain.

### FreshCode®

FreshCode® is an important part of FMA's practical service role. It provides a broader umbrella of support on Horticulture Code matters, including dispute resolution pathways, education and training, and the provision of standard format Horticulture Produce Agreements (HPAs) and Terms of Trade templates. In an industry where commercial issues, documentation requirements and compliance questions can arise quickly, access to practical support and guidance can make a real difference. FreshCode demonstrates FMA's long-standing role in helping businesses understand the framework, apply it in practice and address problems when they arise.

### FreshData

FreshData reflects FMA's forward work on market information, transparency and digital capability. It responds to the need for better access to useful market insights, while also recognising the practical challenges of digital readiness across a diverse supply chain. The goal is a practical one: to support stronger visibility and better-informed decision-making across the sector. As this work continues, the focus remains on developing pathways that are credible, useful and workable for industry.

Taken together, these services show how FMA supports industry in practical and enduring ways. They include trusted standards, nationally coordinated testing, practical support on Horticulture Code matters, education and training, and forward work on better market information. Alongside FMA's national representation role, they reflect the value of a peak body that remains closely connected to the day-to-day realities of the trade it represents, by industry and for industry.



# DOES YOUR PRODUCE PASS THE TEST?

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

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



**FreshTest**  
PRODUCE TESTING

|                  |              |
|------------------|--------------|
| <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 |

#### 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
- wholesalers can access results online (including historical data)

Document Number CH12-001 Document date 1 July 2021



# Roll of Honour

**Fresh Markets Australia's Roll of Honour pays tribute to those whose service, leadership and dedication have helped shape Australia's central markets system and the wider horticultural industry.**

Established in 1974, the Meritorious Service Award honours distinguished contribution and long standing commitment to the industry. It recognises individuals whose leadership, integrity and service have advanced their chamber, supported Fresh Markets Australia, and strengthened the standing of the marketing and wholesaling sector over time.

Established in 2002, the Young Achievers' Award recognises younger members whose contribution, promise and leadership reflect the future strength of the industry. It celebrates those already making their mark through commitment, participation and the potential to help lead the central markets system into the future.

Together, these awards form an enduring acknowledgment of the people whose efforts have helped build, represent and strengthen the Fresh Markets Australia community.

## Meritorious Service Awards Recipients

|      |                   |         |      |              |            |
|------|-------------------|---------|------|--------------|------------|
| 1974 | JH Leavy          | (QLD)   | 2001 | D Schirripa  | (SA)       |
| 1975 | W Musgrove        | (NSW)   | 2002 | R Millis     | (VIC)      |
| 1976 | EJ Milne          | (NSW)   | 2003 | D Whiteman   | (NSW)      |
| 1977 | G Bloomfield      | (WA)    | 2004 | J Mercer     | (WA)       |
| 1978 | DA Mercer         | (WA)    | 2005 | W Lovett     | (N'cle)    |
| 1979 | J Hyman           | (VIC)   | 2006 | R Barker     | (VIC)      |
| 1980 | P Joseph          | (SA)    | 2007 | WF Chalk     | (NSW)      |
| 1981 | WH Norman         | (SA)    | 2008 | S Schnitzler | (VIC)      |
| 1982 | HV Lovett         | (N'cle) | 2009 | C Smith      | (WA)       |
| 1983 | B Berlazzo        | (VIC)   | 2010 | R Schirripa  | (SA)       |
| 1984 | R Murray (Senior) | (QLD)   | 2011 | J Garrett    | (N'cle)    |
| 1985 | A Martin          | (QLD)   | 2012 | A Young      | (QLD)      |
| 1987 | RA Hollett        | (QLD)   | 2013 | J Antico     | (NSW)      |
| 1987 | RM Livingstone    | (QLD)   | 2014 | S Edwards    | (QLD)      |
| 1987 | RD Mercer         | (WA)    | 2015 | R Kelly      | (NSW)      |
| 1988 | DB DiMattina      | (VIC)   | 2016 | G Lower      | (QLD)      |
| 1989 | DL Crombie        | (VIC)   | 2017 | T Skinner    | (WA)       |
| 1990 | CW Johnson        | (NSW)   | 2018 | P Pogas      | (SA)       |
| 1992 | AG Russell        | (NSW)   | 2019 | B Collins    | (VIC)      |
| 1993 | KJ Robson         | (N'cle) | 2021 | P Tighe      | (QLD)      |
| 1994 | J McNish          | (VIC)   | 2022 | N Greenhalgh | (QLD)      |
| 1995 | S Hunt            | (NSW)   | 2023 | G Woods      | (National) |
| 1996 | D Alroe           | (QLD)   | 2024 | G Giameos    | (SA)       |
| 1998 | J Maley           | (WA)    |      |              |            |
| 1999 | A Joseph          | (QLD)   |      |              |            |
| 2000 | K Andrews         | (QLD)   |      |              |            |

## Young Achiever Award Recipients

|      |                |       |
|------|----------------|-------|
| 2002 | R Lagudi       | (NSW) |
| 2003 | V Brancatisano | (VIC) |
| 2004 | R Schirripa    | (SA)  |
| 2005 | S Schnitzler   | (VIC) |
| 2006 | D Keates       | (QLD) |
| 2007 | J Mercer       | (WA)  |
| 2008 | G Pratley      | (NSW) |
| 2009 | M Lorenzetto   | (VIC) |
| 2010 | J Zappia       | (NSW) |
| 2011 | D Yip          | (NSW) |
| 2012 | C Cormack      | (VIC) |
| 2013 | C Natale       | (VIC) |
| 2014 | H Montague     | (Qld) |
| 2017 | P Koukos       | (SA)  |
| 2019 | M Granieri     | (VIC) |
| 2021 | C Etherington  | (WA)  |
| 2022 | C Piscineri    | (NSW) |
| 2023 | M Russo        | (SA)  |
| 2024 | S Lewis        | (QLD) |



# Central Markets Take Centre Stage

at Hort Connections 2025

**Hort Connections returned to Brisbane in June 2025, bringing together growers, wholesalers, retailers and industry leaders from across Australia and New Zealand for the southern hemisphere's premier horticulture conference and trade show. Fresh Markets Australia (FMA) and Central Markets Association of Australia (CMAA) once again proudly sponsored the Trade Show and took centre stage with its iconic Australia's Fresh Produce Markets display, showcasing the critical role Australia's central markets play in moving fresh produce from growers to consumers.**

This long-standing collaboration between FMA, its member chambers representing wholesalers, and the CMAA representing the markets, continues to highlight the strength and importance of the national central market system. The trade display was again a standout feature of the exhibition floor, celebrating the scale, diversity and quality of produce flowing through Australia's fresh produce markets every day. As the central and largest display at 320 square metres, the Australia's Fresh Produce Markets stand brought industry together from across the country. Over three days, it created a vibrant hub for networking, collaboration and industry engagement. Delegates were welcomed into an immersive market-inspired space that reinforced the message that central markets remain the beating heart of the fresh produce supply chain.

This national presence was further strengthened by an early morning site tour of the Brisbane Markets, attended by more than 100 delegates. The tour gave participants a valuable opportunity to experience the scale, pace and importance of a central market in action.

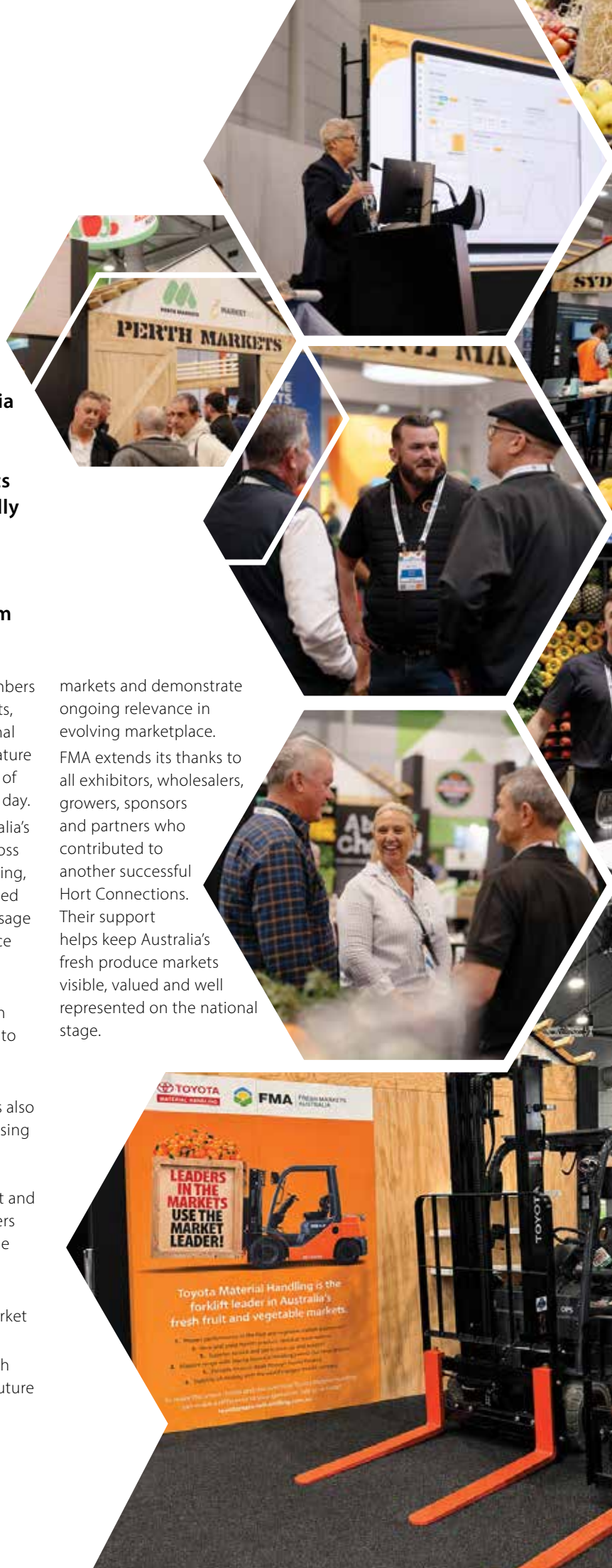
The central markets national retail program, 'A better choice!', was also proudly represented throughout Hort Connections 2025, showcasing the continued growth of the not-for-profit program and its role in supporting local independent fresh fruit and vegetable shops nationwide. Through national campaigns, consumer engagement and strategic partnerships, the program continues to connect shoppers with trusted local retailers while strengthening demand across the wider fresh produce sector.

FMA presented on FreshData, sharing work underway to support improved market insight and more practical access to central market price information across the fresh produce supply chain.

The event also provided an important opportunity to engage with key stakeholders, partners and industry decision-makers on the future of the sector, including supply chain resilience, consumer trends, retail opportunity and industry collaboration. Hort Connections remains a valuable platform to champion the role of wholesale

markets and demonstrate ongoing relevance in evolving marketplace.

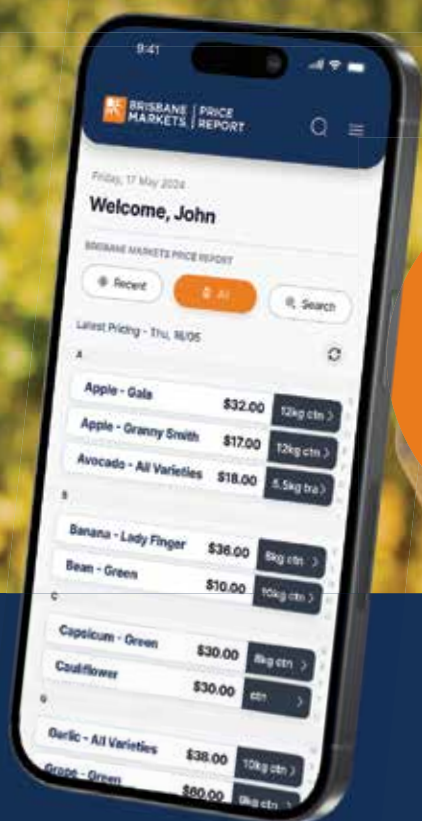
FMA extends its thanks to all exhibitors, wholesalers, growers, sponsors and partners who contributed to another successful Hort Connections. Their support helps keep Australia's fresh produce markets visible, valued and well represented on the national stage.





# SALES INSIGHTS at your fingertips

Access real  
wholesale pricing  
on fresh produce with  
the Brisbane Markets  
Price Report app.



Register now  
for a **FREE**  
30-day trial!



**BRISBANE  
MARKETS**®

**PRICE  
REPORT**

A service provided by



Scan or visit: [brisbanemarketspricereport.com.au](https://brisbanemarketspricereport.com.au)

Brismark is a Member of Fresh Markets Australia (FMA) and supports FMA's pricing transparency initiatives currently being realised through its FreshData Project.

# Reflecting on a Successful 2025/26

at Brisbane Markets Limited

**With a focus on delivering critical infrastructure, improving operational efficiency and strengthening connections across site, 2025/26 has been a year defined by growth, resilience and achievement at Brisbane Markets Limited (BML).**

With a focus on delivering critical infrastructure, improving operational efficiency and strengthening connections across site, 2025/26 has been a year defined by growth, resilience and achievement at Brisbane Markets Limited (BML).

In late 2025, BML released its Strategic Plan 2025 – 2030. The refreshed plan identifies BML's Strategic Priorities, Commitment to Site Safety and a range of Projects and Key Performance Indicators. The plan also identifies BML's shared vision with Brismark with respect to the growth of the Site and the structure and growth of the company. BML's ongoing focus is developing and upgrading the Brisbane Markets Site, ownership of shares in Perth Markets Group Limited, and continued strong levels of collaboration between the BML and Brismark Boards.

In early 2026, BML worked with other Market landlords to finalise a submission into the review of the Horticulture Code of Conduct under the banner of the Central Markets Association of Australia (CMAA). The position taken argues strongly for a fair and commercial Code, which is not anti-competitive in its application. The Code should not unfairly disadvantage Central Market Wholesalers, or Central Market landlords.

During the year, BML completed the rollout of its site-wide dry fire system upgrade. This was an extensive project over the past three years which has seen all fire panels, detectors and other field devices replaced. The new fire detection system provides exceptional control and reporting mechanisms and is directly connected to the Queensland Fire Department.

A significant announcement was made in April 2026 in relation to BML progressing the construction of a new 7,145 m2 purpose-built warehouse for Favco (Qld) Pty Ltd. Construction is due to commence in May 2026. This state-of-the-art temperature-controlled facility represents a further milestone project for the Brisbane Markets.

BML continued the implementation of Bluetooth functionality with the further rollout of Virtual Access Cards, allowing pedestrian access for approved Markets users via an app on their smart phones. This complements existing Licence Plate Recognition (LPR) technology that provides automated vehicle access through boom-gated entrances. This initiative provides greater transparency and site security for both BML and its tenants.

With site safety remaining a key priority throughout 2025/26, BML was pleased to introduce Pedestrian Rules, a new safety initiative promoting awareness of safe pedestrian behaviours and encouraging pedestrians to take greater responsibility for their own safety on site. Combined with BML's Forklift Operating Rules, these two documents form part of the Brisbane Markets Regulations and provide clear guidelines for safe behaviours in shared zones.

Site enhancements remained an ongoing focus for BML, with several critical infrastructure projects completed during the year. This included the installation of new building electrical distribution

boards, the elevation of sewer pump station control panels, and the installation of platforms, walkways and access stairs for multiple buildings across site. This provides operational access and safety benefits.

In addition, the project to replace and raise the Curzon Street roadway and bridge was progressed. This project has been several years in the planning stages and will provide significant operational benefits to the Brisbane Markets and its tenants. The contract was awarded in December 2025 and works commenced in March 2026.

This project is being delivered as part of the Queensland Resilience and Risk Reduction Program (QRRRP). The QRRRP is funded by the Australian and Queensland Governments through efficiencies realised under the joint Commonwealth-state Disaster Recovery Funding Arrangements (DRFA).

The total project cost is approximately \$5.3 million with contributions made by QRRRP of \$2.5 million, Brismark \$500,000 and Brisbane Markets Limited \$2.3 million.

Alongside these operational and site safety improvements, BML also delivered an exciting calendar of events throughout the year. Proving once again to be an extremely successful day, the annual Mango Auction was held in October. In a highly spirited bidding contest, the first symbolic tray of mangoes and the Mango Monarch Crown was secured with a winning bid of \$66,000, by Chris Frame of The Standard Market Company.

With additional auction items and raffle prizes, a grand total of over \$81,000 was raised in support of two worthy charities - Redkite, which provides support to families navigating the challenges of childhood cancer, and The Lady Musgrave Trust, which delivers practical solutions to help young women who are homeless or at risk of homelessness.

Coinciding with National Safety Month each year, the highly anticipated Forklift Operator of the Year event reached an important milestone in 2025, proudly celebrating its tenth year of competition. The popular event – affectionately known as 'FOOTY' – evaluates contestants over several weeks, with points awarded or deducted based on safe practices and driving behaviours. Ten finalists then take part in a Grand Final, navigating a specially designed course to test expertise, accuracy and safe driving practices.

With a total prize pool of \$5,000 up for grabs, the Grand Final is a keenly contested event, and, over its 10-year history, more than 500 forklift operators have thrown their hat in the ring to take home the title of Brisbane Markets' safest and most skilled forklift operator.

Looking ahead, Brisbane Markets will continue to build on the momentum of 2026 and remains committed to ongoing investment in infrastructure and innovation and delivering improvements that support productivity, safety and long-term sustainability.



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

FMA facilitates a National Dispute Resolution **HOTLINE** Service.



**FreshCode**  
HORTICULTURE PRODUCE AGREEMENT

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 |





# Message from Freshcare

CEO, Jane Siebum

## Connected to Industry

Freshcare continues to work with businesses and industry to develop and strengthen our programs, delivering robust, future-ready standards.

Throughout the past year, Freshcare wrapped its 25th anniversary milestone, providing an opportunity to reflect and connect with the people, partnerships and industry collaborations which have shaped the organisations journey and continued success.

The Freshcare team and I continue to invest considerable time and resources in engaging directly with Freshcare stakeholders. Connecting with member organisations, participants, business owners, government and industry representatives through events, town hall discussions and farm tours – reaffirming the importance of Freshcare's relationships throughout industry.

## The Value of Information

Through these discussions Freshcare has gained a deeper understanding of the needs of the Australian horticulture industry which not only includes records of compliance, but the challenges and insights into businesses across the supply chain. This understanding of real-world information and data, has enabled Freshcare to develop, refine and future-proofs its programs, ensuring that our standards and resources align with the practical realities of production from paddock to pallet.

The value of collected data through audits, consultations and submissions has ensured Freshcare is up-to-date and informed, identifying emerging risks to strengthen the tools, resources and programs available to participants.

In particular, the value of this connection to industry has been evident in the significant work undertaken in collaboration with the Technical Steering Committee and Stakeholder Reference Group during the Freshcare Standards Review. During the data collection and feedback phase Freshcare received over 180 responses, from across the broad range of businesses and organisations participating in our standards.

This substantial commitment from industry and dedicated individuals signals the next phase for Freshcare's standards, with strong focus on practical, accessible and future-ready programs supporting more than 4,600 businesses certification nationwide.



*Jane Siebum, CEO*



# Freshcare First-Hand:

Growers Leading the Way in Certification Bartle Frere Farms – Innisfail QLD

## Bartle Frere Farms – Innisfail QLD

Bartle Frere Bananas is a family-run banana farm based in Boogan (near Innisfail), North Queensland. As part of their ongoing commitment to maintaining the Freshcare Environmental (ENV3)–Reef Assured program on their farm, owners Gavin and Bernie Devaney implement smart, sustainable and environmentally practices daily.

## Freshcare Environmental – Reef Assured Bananas

Bartle Frere farm lies with the Great Barrier Reef (GBR) catchment area, a designated UNESCO World Heritage site, which means growers must comply with nutrient management, fertiliser application and record-keeping regulations designed to protect the site. Freshcare, together with the Australian Banana Growers' Council have worked with the Queensland Department of Environment and Science and the Office of the Great Barrier Reef to ensure banana growers certified as Freshcare Environmental – Reef Assured, are recognised as meeting these regulations.

*"We farm right beside the Great Barrier Reef, which at times can be hard – but with Sustainable Agriculture [practices] we're able to do it successfully."*

*"The decision to go Freshcare Environmental was an easy one, given the fact Bartle Frere had already been utilising the best management practice industry standards,"* Gavin Devaney.

## On Farm Practices

Like all growers in the region, the Devaney's farm practices have ripple effects beyond the farm gate. By implementing strict environmental management, precise nutrient control and runoff monitoring, Bartle Frere helps reduce the risk of sediment, nutrient, and chemical runoff reaching sensitive river systems and ultimately the Reef — contributing to broader environmental protection.

Some examples of Bartle Frere practices include:

- Biosecurity Fencing: protecting from feral animals
- Manage Nitrogen run-off: industrial irrigation systems and changing fertilizers
- Minimise Chemical Spray: direct & targeting drone crop spraying
- Minimise Waste: Plastic bag and string reuse and recycling.



*"Sustainable practices have really evolved across our property here in such a way with biosecurity, sustainable agriculture, environmental constraints we've been able to piece it together with a number of practices that benefit each other,"* Gavin Devaney.

## Better Outcomes for Business

Implementing Freshcare programs has not only improved on-farm and packing sustainability outcomes for the Devaney's, but the program has also supported business efficiencies and long-term profitability for Bartle Frere Bananas.

*"Implementing changes with the environmental practices has helped as a management tool in how you direct the workers, in how you farm and how you look after the paddocks."*

*"We've probably recognised that if you can keep the paddocks in better shape for longer, it's far less impact on the environment."*

*"If you have better practices, I think you end up with a more profitable outcome,"* Bernie Devaney.

## A Long-Term Vision

*"To be able to work the land, to leave it in better shape than you found it – for the next generation..."*

*"If it's there for the next person, in a better shape and they improve on it, it's got to be a better outcome for society," – Bernie Devaney.*

# Primary Production and Processing (PPP)

Alignment and Activation:

## Primary Production and Processing (PPP) Alignment and Activation:

Freshcare played an active role in supporting industry alignment with Primary Production and Processing (PPP) regulatory requirements for berry, leafy vegetable and melon producers and processors. The rollout and implementation of the regulations commenced in 2025, following their introduction to the Australia New Zealand Food Standards Code in August 2022.

Over the past five years, Freshcare has worked with peak industry bodies Berries Australia, AUSVEG, Melons Australia and Fresh Markets Australia, to collaborate with each relevant state jurisdiction, to create a solution for producers to meet the new regulations introduced by Food Standards Australia and New Zealand (FSANZ).

Freshcare has engaged with state and territory authorities, continuing to advocate strongly on behalf of growers for recognition of existing certifications, exemption or reduction of fees for certified growers, and targeted support for non-certified operators to enhance sector-wide food safety.

Freshcare has successfully achieved recognition for certified producers and processors in WA, VIC and NSW, and is continuing to collaborate with Queensland, South Australia, Tasmania and Northern Territory jurisdictions to provide solutions for Freshcare certified participants.

## Coming Soon...

### Freshcare Food Safety & Quality Edition 5 (2026)

Over the past 12 months Freshcare has continued a comprehensive review of its certification standards, informed by consultation with growers, supply chain partners, government and industry representatives and technical experts.

After extensive industry consultation, which included over 180 submissions from invested stakeholder in Freshcare programs, the review has focused on further developing robust, accessible and future-ready standards and resources.

The review has been supported by Freshcare's Technical Steering Committee (TSC), comprised of passionate industry experts committed to streamlining requirements while ensuring the program remains practical, risk-based and aligned with evolving regulatory and market expectations.

Freshcare would like to acknowledge the extraordinary commitment of the TSC members, the highly qualified individuals who dedicated their time and expertise to this process, meeting regularly to review every element of the standards and the more than 350 technical items raised during the call for submissions.

To be officially released to participants in September 2026, the

Freshcare Food Safety & Quality Standard – Edition 5 (2026), combines the Food Safety & Quality Standard with Supply Chain into one program -

supporting a streamlined assurance system for the fresh produce industry. Following the release of the standard, a training and industry readiness transition period will commence to ensure all businesses are prepared for auditing to the updated standard.

Freshcare will continue to inform industry of clear timelines, transition information and access to resources as businesses adopt the new standard.



# A better choice!<sup>®</sup>

## **'A better choice!' – Championing Independent Retail, Connecting Communities**

'A better choice!' is Australia's national not-for-profit program proudly supporting local independent fresh fruit and veg shops and the central market system that supplies them.

The program as a collaborative effort between Fresh Markets Australia (FMA) and the Central Markets Association of Australia (CMAA), exists to do one simple but important task: encourage more Australians to shop local for their fruit and veg – supporting family-run businesses, strengthening local communities, and driving demand through the central wholesale markets that keep fresh produce moving nationwide.

Over the past 12 months, 'A better choice!' has delivered one of its strongest years yet, continuing to build national awareness while creating meaningful commercial and promotional opportunities for retailers, wholesalers, growers and industry partners.

A major milestone was the launch of the national Go Local for Your Fruit and Veg campaign—designed to remind consumers that shopping local means freshness, quality, range and expert service. Through coordinated 10 filming sessions across 5 states, the campaign brought to life the journey of fresh produce from wholesaler markets to local independent retailers creating a powerful new bank of content for use nationally and helping consumers better understand the value of the central market system.

Retailer engagement also reached new heights, with more than 300 pieces of retailer-led digital content created across the network. Real retailers telling real stories has proven to be one of the most powerful ways to connect with shoppers - helping deliver an 83% year-on-year increase in social media engagement and showcasing the expertise, personality and community connection that sets local independent stores apart.





The partnership stream recorded a standout year, expanding its footprint and strengthening the industry collaboration. Across 2025/2026, the program partnered with 24 fruit and vegetable brands promoting 45+ lines and delivered campaigns that put produce directly in front of consumers through competitions, sampling, point-of-sale activity and community events.

National activations remained a key strength, with more than 2,000 in-store activations, 350+ sampling sessions, and representation at major events including the National Banana Day, Back to school and other market-led initiatives across Australia.

The 'A better choice!' magazine also continued to grow as a valued consumer touchpoint, with two issues released each year. In late 2025, the publication received a fresh new facelift and design refresh, further elevating its appeal as an engaging lifestyle and produce-focused magazine available through participating stores nationally.

The Shop & Win campaign - Live from 15th April to 27th May 2026 - once again rewarded shoppers for supporting their local independent fresh fruit and veg shops, while driving repeat visitation and in-store excitement across the network.

A sincere thank you to all local independent fresh fruit and veg shops, wholesalers, growers, partners and industry stakeholders whose continued support makes the program possible.

As 'A better choice!' continues to grow, the focus remains clear: driving fresh produce consumption, strengthening the independent sector, and creating long-term value for the Australian fresh produce industry.

### Scan to Connect



Follow us on socials



Partnership opportunities



## A better choice! in 2025/26 — At a Glance

**31m+**  
Campaign impressions

**24**

National partners  
showcased

**2,000+**  
In-store activations

**200,000+**  
Store collateral  
distributed





## Sydney Markets: Respecting our past while paving the way for the future.

For over 200 years, Sydney Markets has been a vital part of the Australian food industry. Today, the markets comprise two locations, Flemington and Haymarket. Flemington is home to wholesale markets; Sydney Produce Market, Sydney Growers Market, Sydney Flower Market and community market, Paddy's. The reinvented location at Haymarket is home to Paddy's and the new foodie hot spot, Hay St Market at Paddy's which opened in March 2025.

Every day 5,000 workers and 3,500 traders work to bring fresh produce, flowers, and great community bargains to people all over NSW and ACT.

On 19 September 2025, Sydney Markets at the iconic Flemington site turned 50. An ecosystem of its own, Flemington is operational 24 hours a day, 7 days a week. Multi-generational families have been operating at the markets since its beginnings - our 'Class of '75' and Founding Families. Sydney Markets Limited congratulates these families, and thanks all wholesalers, growers, providores and traders for their ongoing commitment to Sydney Markets.

### 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 more than \$3 billion.
- One third of all fresh produce supply in NSW comes through Sydney Markets, in addition to significant volumes from other locations. There are approximately 104 produce wholesalers, more than 50 providores, 308 fresh produce growers, 121 flower growers/sellers, 6 exporters located onsite at Flemington.
- More than 1,600 operators trade at Paddy's attracting over 145,000 customers each week.
- We provided 689 tonnes of fresh fruit and vegetables to food rescue charities including Foodbank, Second Bite, St Merkorious and Oz Harvest.

### Contact:

Sydney Markets Limited  
PO Box 2, Sydney Markets, NSW 2129  
**P:** 02 9325 6200  
**E:** info@sydneymarkets.com.au



## MMA: Powering Australia's fresh produce trade

*Australia's most modern purpose-built wholesale market, designed for safe, efficient trade at scale.*

Located on a 67-hectare site in Epping, in Melbourne's north, the Melbourne Market is the vital link between growers, wholesalers, retailers and distributors across the fresh produce and flower supply chain.

While its core purpose remains ensuring Victorians can access the best fresh fruit, vegetables and flowers, the Melbourne Market has evolved into much more than a traditional wholesale destination.

Around 3,000 businesses operate from the Market, trading in the early morning hours before product moves on for distribution across Victoria and the rest of Australia. That success is underpinned by modern, purpose-built facilities that support safe operations, a clean working environment and services tailored to the needs of the fresh produce industry.

The precinct includes 93,000 square metres of warehousing, with capacity to develop additional space over time. This scale creates opportunities for businesses to integrate supply chain and logistics operations on site, making Melbourne Market the amongst largest warehousing precinct of any central market in Australia.

Its Epping location provides direct access to Melbourne's major freeways, supporting efficient inbound delivery from farm to market and outbound distribution locally, interstate and overseas. These transport connections deliver significant food-handling and logistics advantages and open up stronger export opportunities for traders.

The Melbourne Market is proud of its environmental performance. An on-site recycling and waste-sorting facility, along with partnerships with food recovery programs and a waste-to-energy plant, supports strong recycling outcomes. The Market also invests in sustainability initiatives such as large-scale rooftop solar and rainwater harvesting to reduce environmental impact—while delivering commercial value to market users through electricity rebates.

The Melbourne Market Authority continues to invest back into the precinct, improving logistics efficiency and creating added value for market users. With room to expand, the Market is well positioned to meet the central market's fast-evolving role as a logistics and service hub.

With a wide range of services and facilities in one location, Melbourne Market businesses can consolidate operations and reduce handling, transport and labour costs.

World-class design, combined with warehousing, exporting and processing capabilities, makes the Melbourne Market an ideal base for businesses operating across 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

Brisbane Markets is Queensland's most important 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 46 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 5,000 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 Market 4106  
**P:** 07 3915 4200 Fax: 07 3915 4291  
**E:** admin@brisbanemarkets.com.au



THINKING *fresh.*

## SAPM

**South Australian Produce Market (SAPM)** is the central wholesale hub for fresh produce in South Australia, trading more than 265,000 tonnes of produce annually with a wholesale value exceeding \$600 million.

Located north of the city at Pooraka across a 36-hectare site, SAPML is home to more than 100 businesses and supports over 700,000 visits each year, connecting growers, wholesalers, logistics providers and independent retailers in one integrated

marketplace. For businesses, SAPM provides direct access to market, consistent supply chains and a high-volume trading environment designed to drive growth.

The market offers a full-service ecosystem including unloading and logistics services, cold storage, freight forwarding, pallet management and purpose-built infrastructure to support efficient daily operations. Continued investment in digital systems and site services ensures a modern, scalable platform for businesses to operate and expand.

In 2025, SAPM delivered major infrastructure upgrades, including completion of a market-wide fire safety system and significant progress on a new Biosecurity Precinct, strengthening industry resilience and future export capability.

Sustainability initiatives, including a site-wide microgrid, are reducing energy costs and emissions, while enhancing long-term operational efficiency. SAPM also continues to play a key role in the community, supporting industry and charitable initiatives that reinvest back into the sector.

SAPM provides a secure, high-performing and connected trading environment, positioning it as the hub of choice for businesses looking to grow within South Australia's fresh produce supply chain.

### Contact:

South Australian Produce Market Limited  
Administration Building  
Burma Road, Pooraka SA 5095  
**P:** 08 8349 4493  
**E:** enquiry@saproducemarket.com.au



**PERTH MARKETS**

## Perth Markets Group Limited (PMGL):

**is Western Australia's only wholesale fresh food central trading market, providing the critical link between growers, wholesalers, retailers and the fresh food supply chain.**

Perth Markets plays a vital role in the horticultural industry and the State's economy, with over 250,000 tonnes of fresh produce traded annually.

Strategically located in Canning Vale, just 16km from Perth CBD, the 51-hectare site offers seamless access to the city's major arterial road networks, ensuring efficient

connectivity to the intermodal rail hub at Kewdale, Perth Airport, and Fremantle Port. As the central hub for fresh produce trade, Perth Markets supports a thriving ecosystem of 26 primary and 30 secondary wholesalers, serving more than 350 active buyer groups and 900 registered growers. It facilitates the distribution of fresh produce sourced from key growing regions across Western Australia, Queensland, New South Wales, Victoria, and South Australia.

Adding to its vibrant atmosphere, Perth Markets hosts the popular Canning Vale Weekend Markets. The Saturday Clearance Market offers the public the opportunity to purchase fresh produce directly from five major wholesale tenants, while the Sunday Community Market features over 100 stallholders and attracts more than 5,000 patrons each weekend.

Recently on 31 March 2026, Perth Markets celebrated their ten-year anniversary of becoming a privately owned company. This anniversary marked a defining moment in WA's fresh food history. On 31 March 2016, the Markets entered a new era when they were acquired from the Western Australian Government as part of its asset sales program. Since then, Perth Markets has evolved into more than just a fresh produce market, it is now a leading force in the state's fresh food supply chain and Perth's premier cold-chain precinct.

Perth Markets boasts a 100% industrial occupancy rate, highlighting the strong demand for space within the precinct. Additionally, wholesalers and cold-chain service providers benefit from the market's strategic location, gaining various operational efficiencies.

Perth Markets continues to expand in line with its 20-Year Site Masterplan with purpose-built cold chain facilities, creating unmatched opportunities for consolidation and seamless co-location. The upcoming S3 Cold Chain Warehouse will offer 4,900m<sup>2</sup> of warehouse space, while the S8 Logistics/Cold Chain Warehouse will deliver 5,000m<sup>2</sup>. Get in touch with Perth Markets today to learn more and secure your place in this next phase of growth.

### Contact:

Perth Markets Group Limited (PMGL)  
MP 1, 280 Bannister Road,  
Canning Vale, WA 6155  
**P:** (08) 9456 9200  
**E:** pmgl@perthmarket.com.au





## Brismark in Brief

**Andrew Young, CEO**

**Brismark continued to represent and support Brisbane Markets® wholesalers throughout the year, advocating for their interests and delivering cost-effect services that benefit wholesaler members and their growers and buyers.**

A major highlight was Brismark's Brisbane Markets Price Report service being named a finalist for the UPL Tech Innovation Award at Hort Connections last year. Currently the only price report of its kind in Australia, the report is based on actual trading-floor sales data, is accessible via phone or web app and demonstrates the organisation's commitment to price transparency at the Brisbane Markets. Brismark continued its support to growers through services such as a free Dispute Resolution Grower Hotline, FreshTest® produce testing, and FreshSpecs®.

Advocacy remained a core focus. Brismark lodged a submission to the Horticulture Code of Conduct review and worked with Fresh Markets Australia and other Market Chambers to deliver a coordinated national response. To inform its position, Brismark commissioned Roy Morgan to survey more than 440 Australian growers on the Code's relevance, dispute resolution experiences, and their perceptions of the Brisbane Markets. Brismark also met with the independent reviewer, Mr Chris Leptos AO, to present the concerns and insights of Brisbane Markets wholesalers.

Brismark maintains that the current Code is outdated, fails to recognise modern technology that has improved communications and dispute resolution, and does not account for the rise of alternative distribution channels, with an estimated 25-30% of grower sales now falling outside any relevant Code. It is also anti competitive and costly to comply with. Brismark continues to advocate for a simplified, fit for purpose Code that applies to all first point of sale grower transactions not covered by the Food and Grocery Code, allows commercial flexibility, and shares responsibility between wholesaler and grower. Commercial flexibility and simplification are strongly supported by growers, with 61.2% wanting the ability to contract out of irrelevant Code requirements and 81% supporting the retention of method/formula pricing for merchant transactions.

Brismark's Credit Service delivered another strong year, with a record throughput of just under \$820 million, providing members with an efficient and secure way to conduct business at the Brisbane



**2025 A better choice! Retailer of the Year – People's Choice award national winners, Queensland retailer Erbacher's Fruit & Vegetables.**



**Brisbane Markets Mango King for 2025 – Chris Frame from The Standard Market Company.**

Markets as well as built-in protections, including a Bad Debt Reserve. Members also benefitted from a range of business and financial services, including human resources, industrial relations, work health and safety, quality assurance, recruitment, debt recovery, bookkeeping and training.

Collaboration with Brisbane Markets Limited (BML) remained a priority, with joint initiatives including the Site Safety Program, the Mango Auction, and Forklift Operator of the Year competition. The 2025 Mango Auction raised more than \$81,000 for charities The Lady Musgrave Trust and Redkite.

The A better choice! Retailer Program enjoyed another strong year, with national campaign participation and promotional activity reaching record levels. A highlight included Erbacher's Fruit & Vegetables, a retail buyer at the Brisbane Markets, being awarded the national A better choice! Retailer of the Year – People's Choice Award for 2026.

Brismark also launched its revised five-year Strategic Plan, reaffirming its mission to represent and service the primary wholesaling sector of the fresh produce industry and to hold a strategic level of ownership in BML. These efforts reinforce Brismark's role as a trusted advocate and service provider for the Markets community.



**Andrew Young, CEO**

# Brisbane Markets

At the heart of Queensland's fresh produce supply

**Brisbane Markets® wholesalers are a vital link in Queensland's fresh produce supply chain, with strong, trust based relationships between wholesalers, growers, and buyers. As Queensland's heart of fresh produce and one of Australia's largest Central Markets, they trade more than 700 million kilograms of fresh fruit and vegetables annually, worth over \$2 billion.**

Brismark CEO and Brisbane Markets Managing Director and CEO Andrew Young said the site's 44 primary wholesalers play an essential role in connecting Australian growers with consumers nationwide.

"Our wholesalers are the gateway between the farm and the marketplace, ensuring fresh Australian grown produce reaches a wide range of businesses, industries and consumers," Mr Young said.

Wholesalers at the Brisbane Markets supply buyers across retail, secondary wholesale, food service, processing, and export sectors. Operating independently and competing for customers, they help ensure prices reflect genuine supply and demand. This open market environment also enables growers to sell their full crop, including produce sizes and grades that major supermarket chains may not typically purchase.

He noted that wholesalers operate under the mandatory Horticulture Code of Conduct and benefit from Brismark's support services, including credit management, bad debt protection, and business services. Brismark also provides a Market Price Report service and a free Dispute Resolution Grower Hotline to support growers in their dealings with Brisbane Markets wholesalers.

"In a recent Roy Morgan survey, 66% of Australian growers reported a positive perception of Brisbane Markets, with only 9% expressing a negative view, and most growers said their disputes were resolved directly with their wholesaler," said Mr Young.

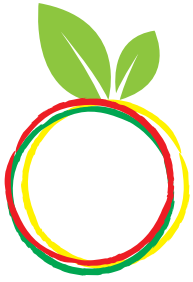
To further support independent retailers, Brismark delivers the A better choice! Retailer Program in Queensland, providing marketing and promotional assistance to 108 participants across the state. The program encourages consumers to shop at their local, independent A better choice! retailer, who sources a variety of quality, fresh produce from the Brisbane Markets.

Together, Brisbane Markets wholesalers, supported by Brismark, continue to reinforce Queensland's fresh produce supply chain and drive the growth of the state's horticulture industry.

**"With more than 4,500 people working or doing business on site every day, the Brisbane Markets is a major economic hub for Queensland**

- Mr Young said.





**South Australian  
Chamber of Fruit  
& Vegetables**

## SA Chamber in Brief

**George Giameos, General Manager**

### Leadership and Governance

Stability remains a cornerstone of our organization with **Mark Brougham** continuing on as President and **George Antonas** as Vice President. Their consistent leadership has provided a steady hand as we navigate the evolving landscape of the central market.

### Membership and Industry Evolution

Our membership grew to 36 active members this year. While the total number of wholesalers in the market is now 37, a significant shift from the 58 entities at our inception in 1988, this consolidation is viewed positively by the trade. This “right-sizing” of the market has reduced redundant overheads and fostered a more resilient environment, ensuring the long-term commercial longevity of our remaining members.

### Member Benefits and Commercial Partnerships

The Chamber remains committed to driving down the cost of doing business. Our group procurement deals with Telstra, BP, and Fresh Test continue to deliver significant bottom-line savings. Beyond individual member discounts, these strategic partnerships generate essential revenue for the Chamber, allowing us to reinvest in supporting our members in the South Australian Produce Market.

### Credit Service (SA Produce Credit)

The Credit Service continues to be a vital utility for our ecosystem. Currently, 80% of the secondary wholesaler and retail customer base utilizes the service, reflecting a high level of trust in our financial systems. Most notably, we have achieved 100% wholesaler participation, and the majority of growers within the Growers Pavilion now rely on the service to streamline their transactions and mitigate financial risk.



### Marketing and Community Engagement: Pick a Local, Pick SA

A significant highlight of 2025 has been the continued success of the **Pick a Local – Pick SA** (A Better Choice) campaign. I would like to personally thank Penny Reidy for her exceptional dedication to this initiative.

- Scale: We now have 104 registered stores supporting the program.
- Investment: 45 of these stores have opted into the premium tier, contributing additional funds to boost localised marketing efforts.

These promotional activities are not just about branding; they are essential for protecting the independent retail sector and ensuring the long-term viability of the entire supply chain.

### Future Outlook and Acknowledgments

As we look toward 2026, our focus shifts to further digital integration and enhancing the suite of services offered to our members to ensure we remain cost effective in a changing environment.

I want to extend my sincere gratitude to our members for their continued loyalty throughout 2025.

Finally, my thanks go to our Committee - Mark Brougham, George Antonas, Andrew Sinnott, Mark Russo, Walter Gallarello, Joseph Ceravolo, and Sage Mondello.

Their tireless efforts and strategic guidance are helping to build a sustainable market that will eventually be handed over to the next generation of young industry leaders.



*George Giameos, General Manager*

# 'A better choice!'

in South Australia

**During 2025, the Pick a Local, Pick SA! campaign continued in South Australia as a co-branded marketing initiative delivered in partnership with the national 'A better choice!' program, promoting the value of shopping at independent fruit and vegetable retailers and supporting the South Australian horticulture industry.**

The campaign operates across the full horticultural supply chain, connecting growers, wholesalers and retailers with consumers through coordinated marketing, public relations and in-store activity designed to drive fresh produce consumption and retail foot traffic.

A paid retailer participation program continued in South Australia, with 45 independent retailers participating in the program. Retailer members receive personalised marketing support, access to national and seasonal campaigns, point-of-sale materials and public relations opportunities designed to increase store visibility and customer engagement.

Chef Callum Hann continued as brand ambassador for Pick a Local, Pick SA!, supporting the campaign through radio advertising, social media content, in-store collateral and public relations activity. This partnership continues to provide a strong consumer-facing voice for South Australian produce and independent retailers.

A strong focus remained on storytelling and connecting consumers with growers. Video and photography content featuring South Australian producers and seasonal produce contributed to continued growth across digital platforms, with a combined social media audience of more than 30,000 followers and content reaching more than 100,000 South Australians each month.

Community engagement remained an important pillar of the campaign, with fruit donations and activations supporting a number of community events including the Adelaide Community Basketball Association, Mother's Day Classic, Salisbury Run, CheeseFest, City to Bay, Horsepower for Hope and Walk for a Veteran. These partnerships ensure fresh produce is visible in community settings while reinforcing the health benefits of fruit and vegetable consumption.

In June 2025, Adelaide Fresh Morphett Vale was awarded South Australian Retailer of the Year in the national 'A better choice!' program for the fifth time. The announcement generated strong media coverage, delivering significant promotional value for the winning retailer and the independent retail sector more broadly. Two editions of the 'A better choice!' magazine were also distributed through member stores across South Australia during the year.

Seasonal campaigns were delivered in partnership with industry bodies to promote South Australian grown citrus, strawberries and apples, supported by media activity and retail promotions. The April Fools "Pappa Smith Apple" campaign achieved national media coverage and strong social media engagement, demonstrating the campaign's ability to generate creative cut-through and national attention for South Australian produce.

The Royal Adelaide Show remained an important platform for consumer engagement, with 20,000 bananas and 20,000 Lenswood apples distributed through the Yellow Brick Road program. The campaign's Crunch Bunch mascots also featured in the main arena mascot games, providing valuable exposure to family audiences and reinforcing the importance of fresh produce in healthy lifestyles.

National Banana Day was supported through a flagship retail activation at Metro Fresh Findon as part of the national Gym Pass campaign, driving in-store engagement and sales through a shopper incentive promotion.

In December, the annual Cherry Auction raised \$65,000 for Variety SA and received significant national media coverage, highlighting the strong connection between the fresh produce industry and the broader community. Nicol Carrots also supplied 15,000 carrots for distribution to South Australian children attending the Santa's Wonderland event, where children took home a piece of South Australian grown "reindeer food".

Advertising and media remained an important component of the campaign, with radio advertising airing on SAFM, the campaign television commercial airing throughout the year, and regular market update segments broadcast on Radio Italiana, 5AA and ABC Country Hour. Public relations activity continued throughout the year, generating ongoing media coverage and ensuring a strong share of voice for South Australian growers, retailers and fresh produce.

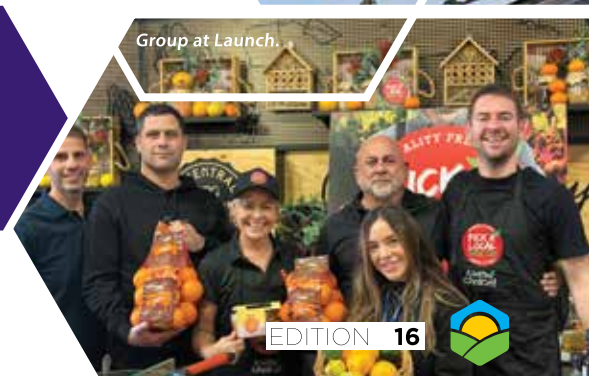
The Pick a Local, Pick SA! and A Better Choice partnership continues to play an important role in supporting independent retailers, promoting South Australian produce and encouraging increased consumption of fresh fruit and vegetables across the state.

Programs such as Pick a Local, Pick SA! and 'A better choice!' demonstrate the value of coordinated industry marketing in supporting retail performance, strengthening industry collaboration and encouraging Australians to eat more fresh fruit and vegetables.

Metro Fresh Findon as part of the national Gym Pass campaign.



Group at Launch.





## Fresh State in Brief

**Jason Cooper,  
Managing Director and CEO**

**While we all often wonder where the time goes, 2026 marks over ten years at the new, or not so new now, facility in Epping after relocating from the old Footscray market site. To say that the last ten years has been turbulent for market users, and in particular, our members would be a massive understatement.**

The constant rising costs for members, both market related, and other costs has hit businesses hard. While I'm aware that this isn't a Victoria specific issue, the unreasonable rent increases proposed for Melbourne Market tenants added considerable, unnecessary pressure on businesses in regard to not only their profitability, but their long-term sustainability.

In the last year following a lengthy, very public campaign, and an equally lengthy drawn-out mediation process, a compromise was agreed with the Victorian State Government, achieving significant savings for the Melbourne Market Wholesalers. Like most good compromise solutions, neither party walked away particularly happy.

While there have been a number of distractions, Fresh State continues to focus on delivering value to its members. Market privatisation is still a hot topic, particularly with a State election later this year. As the only State Government owned and operated Central Market in the country, there is a huge opportunity through privatisation to benefit not only the Melbourne Market wholesalers, but growers and retailers as well.

The Fresh State board welcomed two new Directors this year following the retirement of two long-serving Directors. Thanh Truong and Tom Davidson, two wholesalers from the Melbourne Market, have joined the board with a great level of enthusiasm and passion. We look forward to their contributions over the coming months and years as we all work together for the benefit of our members.



While we are all looking forward to our annual Fresh State Gala Ball, which will be held in July this year, our team have been keeping busy in the market, particularly with our always popular 'Fresh State Coffee Cart' activities. Some of the events that we celebrated with our market community included Australia Day, Easter and Christmas. 'The Grinch' also made an appearance at one of our events, bringing a little happiness to the market.

Fresh State, as always, remains committed to essential services that support the operations of our members through the delivery of Fresh Test, Price Reporting and the supply of LPG services within the Melbourne Market. One major change over the last year was the buy-back of the 20% share of the Melbourne Market Credit Service (MMCS) from Fresh Start Holdings. The JV expired after 10 years and Fresh State made the decision to take back 100% ownership and control of MMCS.

We all know that it has been a difficult year for the industry nationally, and for many different reasons. Victoria, like other states faced our fair share of natural disasters. I have included an article highlighting some of the challenges that our growers have faced due to the devastating bushfires in our state which highlights the resilience and determination of many in our industry.

With a busy year behind us, and an equally busy year ahead, we look forward to continuing to offer our services and ongoing support to our Fresh State members.



**Jason Cooper,  
Managing Director and CEO**

# Victoria's Bushfire Season...

and the devastating impact

**In the first weeks of 2026, Victoria experienced one of the most intense bushfire seasons in recent memory.**

**Record heatwaves, with temperatures reaching as high as 48.9 °C in some areas, accelerated fire spread and fuelled dozens of major blazes, burning hundreds of thousands of hectares of rural and agricultural land.**

Fire bans were declared statewide across multiple regions, including the Otways, south-west Victoria, Walwa, north east Victoria, the Longwood area, and central Victoria around Harcourt and Ravenswood South. The fires had catastrophic impacts for communities, growers and agricultural businesses.

**Koala Cherries Farm** located in the small town of Yarck Victoria was severely impacted. The bushfires burned through five of the family's orchards, including their home. The Rothleigh orchard sustained the most extensive damage, described by the family as "a heartbreaking blow after years of nurturing and careful cultivation."

**"a heartbreaking blow after years of nurturing and careful cultivation."**

Their other Yarck farms also sustained some fringe damage, while their Cobram, Strathbogie and Alexandra orchards faced terrifyingly close calls, with flames reaching within metres in some cases. Their Yarck packing shed was directly threatened, but thankfully saved.

The family expressed immense gratitude to CherryHill Orchards and Wandin Valley Farms who immediately stepped in to help pack fruit when they were unable to gain access to their Packing Facility in the week following. As well as their deepest thanks to the CFA and everyone who fought to protect their region.

**In early January, a blaze that began near Ravenswood South swept through the Harcourt area in central Victoria,** destroying homes, local businesses and the historic Coolstore Cooperative. It was a facility used by more than 90 small producers to store wine, beer, apples and other products.

Trevor Peeler, a fifth-generation apple farmer who started work at the Coolstore as a 19-year-old has had to lock the gates for the final time. "To see it like this would be breaking people at the moment," Mr Peeler said.

Peeler hopes that in a year's time everyone affected will be able to talk about the disaster and move on together. He would like to rebuild the Cool Stores in a way that suits his customers even better, but for now there are too many unknowns.

**In south-west Victoria,** the Carlisle River fire in the Otway Ranges burned more than 11,000 hectares, threatening communities including Gellibrand, Barongarook, Kawarren and Lovat. Over 1,100 homes were evacuated at the height of the emergency and at least 16 structures were destroyed as crews worked with aircraft and heavy machinery under extreme conditions.

Relief centres were established at locations such as the Colac Showgrounds, supporting displaced residents and farmers as firefighters fought to contain the blaze.

*Harcourt Coolstore Cooperative - some businesses lost hundreds of thousands of dollars in the fire.*



Harcourt Fire - Coolstore Cooperative.





## Market West in Brief

**Mark Gummer, CEO**

**The Perth Fresh Produce Markets at Canning Vale continue to play a critical role as the primary wholesale link in Western Australia's fresh produce supply chain. Buying behaviours have evolved, with buyers increasingly using technology to place orders and communicate with Central Market Traders who are all Market West Members.**

While the physical vibrancy of the market intensifies with seasonal arrivals of high demand produce such as mangoes and stone fruit, some traditional daily foot traffic within the central trading area has shifted to online engagement. Despite this change, average active buyer numbers remain strong, supported by a resilient independent retail sector and retailer support initiatives such as 'A better choice!'

### **Rod McPherson — A Decade of Service to Market West**

In March 2026, Market West marked the retirement of Rod McPherson, concluding ten years of dedicated service to the Chamber and our members. Over the course of a decade, Rod made a significant contribution during a period of change and challenge for both Market West, the Perth Markets and broader and the broader horticultural industry.

In addition to contributing his professional skill, Rod was also valued for his collegial manner and willingness to share his experience. He provided continuity through change, supported effective collaboration, and helped maintain the institutional knowledge essential to a long-standing organisation.

On behalf of the Management Committee, staff, and members, Market West sincerely thanks Rod McPherson for his ten years of service and wishes him every success, fulfilment, and enjoyment in retirement.

### **Market West Credit Service**

Over the past year, the Market West Credit Service has continued to play a critical role in strengthening confidence, trust and resilience across Western Australia's fruit and vegetable supply chain.



Designed as a practical, member-focused solution, the Credit Service supports Perth Markets wholesalers and fresh produce buyers to manage credit risk, improve payment performance and trade with greater certainty in a challenging commercial environment. In a sector characterised by tight margins and sensitive cash-flow timing, strong credit practices make a tangible difference for businesses at every level of the supply chain.

In 2026, Market West is preparing to go live with its new credit service software platform, Market Pay. This new system will deliver greater flexibility for buyers and Members, real-time visibility of account information, and streamlined processes that reduce administrative burden. Market Pay has been designed to improve data reliability, generate time savings, and further strengthen existing credit arrangements. During the last financial year, Credit Service member turnover exceeded \$700 million, with purchases made by more than 350 buyers, the majority of whom are independent retailers. Turnover increased by approximately 10 per cent compared with the prior year, reflecting improved pricing conditions and a continued shift toward premium produce. The service's efficient weekly payment turnaround remains a key priority, supporting reliable cash flow for Members and, in turn, the growers who supply them.

**MARKET  
PAY**



*Mark Gummer, CEO*

# Market Pricing and Statistics

**For many years, Market West has invested in the provision of daily fruit and vegetable market pricing sold through the Perth Markets wholesaler channel.**

Price transparency is critical to a strong and efficient fresh produce supply chain in Western Australia. In partnership with Fresh Markets Australia (FMA), Market West is working to contribute accurate, de-identified Perth Markets wholesaler pricing data to the national FreshData Market Pricing Reporting initiative. We continue to collaborate with Members and industry stakeholders to strengthen data quality and integrity, ensuring reliable information is available to growers, researchers, and regulators.

## 'A better choice!'

### Independent Retailer Support Program

**Western Australia's A better choice! program has reached a defining milestone, surpassing 100 member stores and firmly establishing itself as one of the most powerful voices for independent retail across the state!**

At its heart, 'A better choice!' is more than a retail network - it's a movement to connect WA customers with the people and stories behind their fresh produce. The program champions independent retailers while educating shoppers on the entire supply chain from farm to fork.

The launch of @abetterchoice\_wa Instagram has been a resounding success, generating strong buy-in across all key stakeholders. Growers, retailers and wholesalers have embraced the brand with enthusiasm - proudly and prominently displaying it throughout their businesses and across the Perth Markets Central Trading Area. This spirit of collaboration has sparked genuine creativity within the space and created a meaningful platform to amplify the hard work of everyone involved.

A key focus in 2026 has been deepening the digital presence of member stores - equipping them with the tools and visibility to compete confidently in a rapidly evolving market. The team produced compelling videography and photography that brought grower stories to life, while shining a spotlight on the best places to find seasonal produce at its freshest. This year, investment in Meta paid advertising further strengthened that mission, driving discovery and awareness of local grocers through the 'A better choice!' Store Locator.

As the 'A better choice!' program looks ahead, the momentum shows no signs of slowing. With a growing network of passionate retailers, deepening community connections, and an expanding digital footprint, the foundations are firmly in place for an even bigger year to come. The movement is building - and the best is still ahead.



'A better choice!' Market sampling pop up.



# PERTH MARKETS

WA'S HOME OF FRESH PRODUCE

Join a growing precinct  
offering purpose-built  
warehouse opportunities



[www.perthmarket.com.au](http://www.perthmarket.com.au)



(08) 9456 9200



[pmgl@perthmarket.com.au](mailto:pmgl@perthmarket.com.au)



THINKING *fresh.*



A better  
choice!



Burma Road  
Pooraka  
South Australia

Ph: 08 8349 4493



## South Australia's Fresh Produce Trading Hub

Based in Pooaka, South Australia

**265,000 tonne** of fresh produce  
valued at **\$600M** traded annually

**42 wholesale** traders  
with **70% local** growers

Supplying more than **1,000 retail and  
food service** customers

Powered by an on site **Micro Grid**  
delivering low-cost, low-emission  
energy

Home to the **SA Farmers Market**  
welcoming more than **7,000 visitors**  
and **160 stallholders** weekly

Find out more  
[www.saproducemarket.com.au](http://www.saproducemarket.com.au)

# Market West Ball

## & Retailer of the Year

Over 500 guests packed Crown Ballroom on Friday 10 October for the annual Perth Markets Ball, celebrating WA's fresh produce industry under the theme **Australiana – The Lucky Country**.

Growers, wholesalers, retailers and their glammed up partners enjoyed a packed entertainment lineup — native animals, the Australian Girls Choir, Bad Piper, a whip cracker, 100% Kylie, and Chris Murphy and the Side Hustle.

The evening's centrepiece was the **WA Fresh Produce Retailer of the Year Awards**, drawing a record 261 entries statewide. Seven awards spanned metro and regional categories, with top honours going to:

- **Fresh Produce Retailer of the Year (Metropolitan)** – Mr Fresh Carine
- **Fresh Produce Retailer of the Year (Regional)** – Queens Supa IGA
- **A better choice! Retailer of the Year** – Hills Fresh
- **Wholesaler of the Year** – Premier Fresh Australia

All entrants received independent judging feedback as part of the industry's commitment to continuous improvement. A huge thank you to all sponsors for making the night a resounding success.



Wholesaler of the Year - Premier Fresh Australia.

# Charity Cherry Auction

Friday 12th December 2025 marked the 33rd Charity Cherry Auction hosted by Market West in the heart of Perth Markets Central Trading Area. The event celebrated the 2025 Cherry Prince, Thomas, the only known survivor of Empty Liver Syndrome worldwide, and brought together growers, industry partners and the wider community in support of an extraordinary cause.

A heartfelt thank you was extended to all contributors who helped make the event such a success. The Cherry Growers of WA generously donated premium cherries, forming the centrepiece of the auction. The Donnybrook Men's Shed, together with Phil Staniford, crafted a stunning she-oak and jarrah burl presentation box, beautifully finished and lined with red velvet to honour the occasion.

The **Galati Group** secured the top bid of **\$60,000**, with **Freya Galati** crowned Cherry Queen. In total, **\$115,000 was raised** for the Rare Care Centre at Perth Children's Hospital - bringing lifetime auction contributions to over **\$2.08 million** for children living with rare diseases.



\$115,000 was raised for the Rare Care Centre at Perth Children's Hospital.





## Freshmark in Brief

**Meegan George, CEO**

**The past 12 months have reinforced Freshmark's role as a practical partner to industry and a strong, unified voice for the fresh produce sector in New South Wales.**

As the industry continues to navigate rising operating costs, regulatory reform and evolving market conditions, Freshmark has remained focused on delivering meaningful outcomes for members through advocacy, strategic partnerships and membership growth.

Advocacy continues to sit at the core of our work. Over the past year, Freshmark has played a critical role in shaping major policy outcomes, including the redrafting of the NSW Food Regulation relating to Primary Production and Processing (PPP) standards. These reforms have the potential to significantly impact how businesses operate, and through close collaboration with regulators, Freshmark has helped ensure they remain practical, proportionate and commercially viable for industry.

We have also strengthened our presence through participation in key forums such as the National ACCC Industry Consultative Committee and the Interim Plant Products Consultative Committee for NSW, ensuring the perspectives of wholesalers, providers and retailers are represented in decisions that shape the sector.

We have taken a highly proactive and strategic approach to the national fuel crisis, pursuing an aggressive agenda to ensure the supply chain is appropriately recognised as critical, while also seeking financial and other support. Likewise, we have worked closely with our state and national counterparts to support a compelling response to the Horticulture Code of Conduct review. The opportunity to review this Code only comes around once every 10 years, so it was critical we delivered a compelling submission that reflected the needs of our members and the wider fresh produce sector.

Delivering real value to members remains a key priority. Over the year, Freshmark expanded its portfolio of services and partnerships designed to reduce operating costs and simplify business processes. Initiatives such as the ANZ merchant facility, RVS camera system and new supplier partnerships have provided tangible savings and operational efficiencies for members.



DPI Market Tour with Dom Arcella (Arcella Bananas).



Chris Parisi (Principal, Parisi), Meegan George (Freshmark, CEO) and Yasmin Khanafer (Trim's Fresh Merrylands).

We have also continued to invest in supporting members with practical tools and knowledge, delivering training across areas such as the Horticulture Code of Conduct, insurance insights and regulatory compliance, alongside tailored one-on-one support.

Importantly, Freshmark has taken steps to strengthen its membership offering, introducing a simplified fee structure and new initiatives to improve accessibility and relevance, ensuring more businesses can benefit from the support and representation we provide.

Our vision remains clear: to be the trusted partner in a thriving independent fresh produce sector, delivering solutions that support member success while championing the broader needs of the industry. Our goal is to ensure the sector has a strong, credible and respected voice in the conversations shaping its future.



*Meegan George, CEO*

# Seeing is Believing

**The only way to truly appreciate the complexity of the markets system is to get on the market floor and engage with traders. Over the past year, Freshmark has prioritised facilitating visits from regulators and reviewers to ensure the decisions they make take into account the realities of the way a market like Sydney operates, with traders holding multiple sites, not all of them within the market footprint, and a fast-moving pace that impacts the way traders, growers and supply partners interact and communicate.**

Taking the time to show rather than tell has paid off for the industry in NSW, particularly in relation to the new Food Regulation for leafy vegetables, berries and melons. A close engagement with the NSW Food Authority enabled Freshmark to successfully argue for changes to the standard which would have cost industry literally millions of dollars.

More recently, we, like other markets, welcomed members from the Department of Agriculture, Fisheries and Forestry and Hort Code reviewer Mr. Chris Leptos AO, on site and again the value was immediately apparent. We've also hosted members from Hort Innovation, and the current Commissioner for Food Markets in Queensland, Rachel Chambers, as well as staff from the NSW Department of Primary Industries and Regional Development. These interactions spending time directly speaking with traders, are critical in ensuring that reviews and policy development are grounded in real-world operations.

## Tradition of Generosity

**The Sydney Markets Foundation Cherry Ball and Auction continues to be one of the most anticipated events on the fresh produce calendar, bringing together industry, community and purpose in a truly meaningful way.**

The 44th Annual Cherry Auction, held in November 2025, delivered a historic result, with a 5kg box of Royal Hazel Premium cherries from Smiths Fruit at Warby Range Orchard in Wangaratta selling for a record-breaking \$260,000.

In a first for the event, two businesses were crowned Cherry royalty, with Parisi and Trims Fresh Merrylands each placing winning bids of \$80,000. Their contributions, alongside additional pledges from Sydney Markets Credit Services and a consortium of Sydney Markets businesses, helped drive this extraordinary outcome.

Behind the headline result is a story of collaboration, generosity and shared purpose. From growers who carefully produce and present

Experiencing the markets in operation, from early morning trading through to logistics and distribution, provides insights that cannot be replicated through written submissions or meetings alone. It is this firsthand exposure that enables more practical, informed and balanced regulatory outcomes.

In the case of NSW Food Authority, Freshmark not only succeeded in having the draft rewritten but has also been invited to take a hands-on role in delivering education on the new requirements. We are currently working with the NSW Food Authority and our members on a research program to determine where the education focus needs to be.

The feedback from the NSW Food Authority was that the site visit and close engagement made a huge difference in helping them understand how the markets really work.

The final framework reflects this collaborative process, with a regulatory model that supports improved outcomes without imposing unnecessary compliance or financial pressure on businesses.

By continuing to open the markets to regulators and decision-makers, Freshmark is helping to ensure that NSW's central markets system is well understood, appropriately regulated and positioned to operate effectively into the future.

*Meegan George (Freshmark, CEO), Clare Pearson (Little Wings, CEO), Hugh Malloy (Antico International, MD), Anthony Boyd (SML, CEO)*



their finest fruit, to wholesalers, retailers and industry partners who come together to support the cause, the Cherry Ball reflects the strength and unity of the fresh produce community.

In the lead-up to the auction, growers from across the country participated in the annual cherry selection, showcasing the quality, care and expertise that define Australia's cherry industry. The winning fruit, selected for its exceptional taste and presentation, represents the very best of the season and the dedication of those behind it.

Funds raised through the Cherry Ball support Little Wings, an organisation providing free flights and ground transport for seriously ill children from regional areas, ensuring they can access life-saving medical treatment.

Since its inception, the Cherry Auction has raised more than \$2 million, transforming the first cherries of the season into vital support for families in need.

It is a powerful reminder that beyond the business of fresh produce, this industry is deeply connected to community, care and making a difference.



# Wholesaler Directory

## BRISMARK

### Alfred E Chave Pty Ltd

Paul Joseph  
07 3379 1071 / 0419 745 719  
paulj@alfredchave.com.au

### Arcella Banana Company

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

### Armstrong Bros Fruit & Veg Merchants

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

### Australian Ethical Growers

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

### BG Brisbane

Vince Mailli  
07 3278 2774 / 0423 780 529  
vince@bgbrisbane.com.au

### Carter and Spencer

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

### Central Park Produce

Luke Goody  
07 3379 6260 / 0410 654 320  
luke@centralparkproduce.com.au

### Costa Group

Allan DeLacey  
07 3379 0300 / 0478 477 775  
allan.delacey@costagroup.com.au

### Cumming Produce Centre

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

### Don Alroe & Sons

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

### Favco Queensland Pty Ltd

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

### Franklin Bros

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

### Gibb Bros

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

### GNL Produce

Jason Lower  
07 3278 1275 / 0439 163 267  
jason040gnl@gmail.com

### Gollagher Bros

Andrew Drummond  
0418 116 994  
andrew@bardfarm.com.au

### H E Heather & Co Pty Ltd

Troy Beaton  
07 3278 2666 / 0419 662 293  
troybeaton@heheather.com.au

### Ireland 53

Matt James  
07 3379 1131 / 0484 611 633  
mattjames79@yahoo.com.au

### J Allen Pty Ltd

Gary Lower  
07 3379 8644 / 0418 709 291  
gary@jallen.com.au

### J E Tipper Pty Ltd

Steve Barnes  
07 3379 1041 / 0435 054 528  
steve@jetipper.com.au

### J H Leavy & Co

Jacob Darling  
07 3379 4659 / 0428 454 979  
jacob@jhleavy.com.au

### John Potter Pty Ltd

Mark Murphy  
0418 798 462  
vanessa@jpbrisbane.com

### KLS Farm Produce

Steven Wright  
0477 887 401  
admin@klsproduce.com.au

### Lavender & Sons

Gary Lavender  
07 3278 5082 / 0456 701 189  
gwl2@bigpond.com

### Lind & Sons Pty Ltd

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

### M & D Vegetable Specialists Pty Ltd

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

### Marendy & Sons Produce

Mary Marendy  
07 3379 1384  
marendyandsons@bigpond.com

### Market Egg Supplies

Peter Marinos  
0413 639 171  
peter@bigmichaels.com.au

### Marland Mushrooms

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

### Murray Bros

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

### O'Toole Produce

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

### Perfection Fresh Australia Pty Ltd

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

### Pershouse Produce

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

### Priority Produce

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

### R W Pascoe

Noel Greenhalgh  
07 3379 2686 / 0417 744 935  
noel@rwpascoe.com.au

### Rising Sun Produce

Christian Hoath  
07 3278 0555 / 0427 747 464  
info@risingsun.net.au

### Romeo's Marketing (QLD)

Debbie Trimboli  
07 3278 5455 / 0412 967 107  
debbie@rmqld.com.au

### Shamrock Marketing

Bob Koning  
07 3915 5010 / 0408 727 027  
bobkoning67@gmail.com

### So Crisp

Craig Chard  
07 3278 2133 / 0419 734 587  
craig@socrisp.com.au

### Sutton Fresh Direct

Richard Sutton  
07 5462 7129 / 0434 157 900  
admin@suttonfreshdirect.com.au

### Top Class Fruit Supply

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

### United Lettuce

Joseph Spoto  
07 3379 9288 / 0438 721 057  
joseph@unitedlettuce.com.au

### United Organics

Martin Meek  
07 3278 5997 / 0418 982 625  
martin@unitedorganics.com.au

### Viva Produce

Paul Veivers  
07 3379 7309 / 0418 452 594  
paul@bananaripeners.com.au

### Wholesale Produce Australia

Adam Dilworth  
07 3278 1724 / 0418 567 677  
adamd@fruitlink.com.au



**FRESH STATE****All Aussie Farmers**

Jack Wilson  
0422 799 492  
admin@allaussiefarmers.com.au

**AMV Fresh**

Vince Natoli  
0408 996 200 / 03 9401 5640  
admin@amvfresh.com.au

**Antonello Produce Pty Ltd**

Adrian Antonello  
0423 415 213 / 03 9069 9264  
admin@antonelloproduce.com.au

**Arcella Banana Company Pty Ltd**

Patrick Arcella  
0418 471 114  
abcbananas@bigpond.com

**Aus Asia Produce**

Al-Quoc Truong  
0422 778 838  
thanh@ausasiaproduce.com.au

**Australian Strawberry Company Pty Limited**

Joe Ripepi  
0419 598 535 / 03 5964 4371  
asdvic@bigpond.net.au

**Barkers Fresh Produce**

Alan (Ross) Barker  
0418 867 860 / 03 9408 4860  
ross@btfc.com.au

**Big Valley Produce Pty Ltd**

Vince Scarso  
0414 695 423 / 03 9401 5874  
office.admin@bigvalleyproduce.com.au

**Biodynamic Marketing Co. Ltd**

Peter De Podolinsky  
0408 390 751 / 03 9212 0000  
peter@biodynamic.com.au

**Brescia Wholesalers**

Gerard Amalfi  
0418 861 011 / 03 9401 9600  
accounts@brescia-ws.com.au

**BRP Wholesalers Pty Ltd**

Garry Pasini  
0411 517 999 / 03 9689 1212  
brpwholesalers@bigpond.com

**C & S Ponte Produce Pty Ltd**

Lou Ponte  
0417 053 870 / 03 9408 8777  
pts@ponte.com.au

**Coolibah Herbs Pty Ltd**

Jenny Bogicevic  
0409 302 043 / 03 5998 2217  
jenny@coolibah.com.au

**D & J Fruits**

Domenic Piccolo  
0417 014 642 / 03 9401 2479  
dandjfruits@gmail.com

**Dykes Bros Pty Ltd**

Mark Dykes  
0417 545 456 / 03 9401 2479  
mark@dykesbros.com

**Emilio's Finest Pty Ltd**

Mark Lorenzetto  
0408 386 751  
mark@emiliosfinest.com.au

**F Legudi Pty Ltd**

Dominic Legudi  
0438 395 283 / 03 9645 6543  
legudi@ozemail.com.au

**Ferrinda Fresh Pty Ltd**

Ross Ferrinda  
0419 549 594 / 03 9408 5555  
ross@ferrindafresh.com.au

**Flavorite Marketing Pty Ltd**

Michael Nichol  
0418 542 176 / 03 8372 5610  
mike.nichol@flavorite.com.au

**Flowerdale Sprout Farm Pty Ltd**

Charles Rattray  
0409 937 992 / 03 5780 2347  
charles@flowerdalefarm.com.au

**Fresh Berry Co Pty Ltd**

Tony Pettinella  
0418 551 394 / 03 9739 1305  
accounts@freshberryco.com.au

**Fresh Cut Processors Australia Pty Ltd**

Ken Alush  
0410 729 921 / 03 8405 3262  
ken@freshcutprocessors.com.au

**Fresh Exchange Pty Ltd (Costa Farms Pty Ltd)**

Wayne Johnston  
03 8363 9000  
wayne.johnston@costagroup.com.au

**Fresh Growers Pty Ltd**

Allan Favero  
0418 300 022 / 03 5997 1343  
freshgrowers@internode.on.net

**Fresh Point Pty Ltd**

David Bacchin  
0408 014 147  
davidbacchin@outlook.com

**Freshmax Australia Pty Ltd**

David Smith  
03 9688 5558  
accounts@freshmax.com.au

**G Ferlazzo & Co Pty Ltd**

Shane Clay  
0438 796 933  
info@gferlazzo.com.au

**Gab and Nick Dellios Pty Ltd**

Nick Dellios  
0418 503 991  
sales@delliosapples.com.au

**Gazzola Farms Pty Ltd**

Paul Gazzola  
0418 556 366 / 03 5977 8921  
paul@gazzolafarms.com.au

**Geelong Citrus Packers Pty Ltd**

Andrew Thierry  
0418 506 619  
office@geelongcitrus.com.au

**Granieri's Fresh Produce Pty Ltd**

Joseph Granieri  
0414 695 424 / 03 9401 5050  
gfpmelbourne@outlook.com

**H & C Produce**

Elliot Cucinotta  
0498 998 814  
hcproduce@bigpond.com

**Hygiene Packers Pty Ltd**

Joe Coniglione  
0406 581 907  
accounts@hygienepackers.com

**Independent Fresh Produce Pty Ltd**

David De Vincentis  
0413 240 635 / 03 9401 5495  
admin@independentfp.com

**Just Onions Pty Ltd**

Alan Thierry  
0419 297 499 / 03 5229 7499  
alanthierry@bigpond.com

**Kapiris Bros (Vic) Pty Ltd**

Harry Kapiris  
0407 536 733 / 03 8401 1000  
info@kapirisbros.com.au

**L A Produce Pty Ltd**

Angelo Usai  
0413 528 655 / 03 9401 4603  
laproduce@westnet.com.au

**Latorres Fruit & Vegetable Wholesalers Pty Ltd**

Rocco Grillo  
0419 520 578 / 03 9408 9856  
latorres@bigpond.com

**Loc Bros Produce**

Paul Ngyugen  
0412 171 454  
locbrosproduce@gmail.com

**Louis Melbourne Pty Ltd**

Con Karanicolos  
0414 399 114 / 03 9689 9033  
con@louismelbourne.com.au

**Lowe Farms Pty Ltd**

Andrew Lowe  
0402 839 592 / 03 9772 1082  
office@lowefarms.com.au

**M & N Fresh Produce**

Nick Conidi  
0411 635 094 / 03 9408 0596  
admin@mnfresh.com

**Market City Fruits Pty Ltd**

Robert Thompson  
0427 870 723 / 03 9408 0451  
marketcity@bigpond.com



**Mazcorp5 Pty Ltd**

Ricky Mazaris  
0408 444 518  
admin@mazcorp5.com.au

**Medici Wholesalers Pty Ltd**

Matt Medici  
0438 385 619 / 03 9744 4488  
mediciwholesalers@hotmail.com

**Melba Fresh Organics Pty Ltd**

Lou Ponte  
0418 343 536 / 03 9401 1188  
lou.ponte@melbafresh.com.au

**Melba Fresh Pty Ltd.**

Lou Ponte  
0418 343 536 / 03 9401 1188  
lou.ponte@melbafresh.com.au

**Morco Fresh**

Steven Grillo  
0417 383 302  
steven.grillo@morcofresh.com.au

**Mountain Fresh Wholesale**

Domenic Pompei  
0430 991 890  
accounts@mountainfreshwholesale.com

**Mumford Wholesalers Pty Ltd**

Frank Maiuto  
0418 500 318 / 03 9401 9888  
frank@mumfords.com.au

**Mushroom Mania**

James Loe  
0403 253 689  
jloe02@yahoo.com

**Old Oak Orchard**

Andrew Corbett  
0418 551 193  
andrewcorbett.acc@gmail.com

**Opaljade Pty Ltd**

Charles Chan  
0411 387 124 / 03 9401 5593  
office@opaljade.net

**Perfection Fresh Australia Pty Ltd**

Rod Quin  
0486 291 720  
rod.quin@perfection.com.au

**Premier Fresh Australia**

Anthony Di Pietro  
0487 888 249 / 03 9687 7725  
jennie.cannistra@lpgroup.com.au

**Prestige Produce**

Vince Brancatisano  
0419 582 039 / 03 8401 3144  
admin@prestigeproduce.com.au

**Priest Bros Marketing Pty Ltd**

Jeanine Priest  
0400 516 322 / 03 5941 2416  
admin@priestorchards.com

**Produce of Virginia**

Peter Tran  
0421 152 048 / 03 9408 7567  
office@produceofvirginia.com.au

**Produce Time Pty Ltd**

Michael Motta  
0418 506 531  
Michael@mottaproduce.com.au

**Rosengal Wholesale Pty Ltd**

Cristian Misiti  
0421 356 083  
cristian@rosengal.com.au

**RTJV Holdings Trust**

Vince Barca  
0425 822 826  
vince@stateaccountinggroup.com.au

**S H Chin Bros Pty Ltd**

Albie and Nick Chin  
0419 991 975 / 03 9408 8333  
nick@comcen.com.au

**Sculli & Co Melbourne**

Phillip Basile  
0418 391 610  
admin@sculli.com.au

**Stilo Fresh Pty Ltd**

Joseph Stilo  
0418 344 037 / 03 9401 5771  
admin@stilofresh.com.au

**Ten Farms Pty Ltd**

Anthony Holman  
0458 162 833 / 03 9508 5683  
bananas@tenfarms.com.au

**The Great Australian Mushroom Co Pty Ltd**

Wes Arnott  
0433 889 929 / 03 9401 1988  
gramcoadmin@bigpond.com

**The Melbourne Pear Co Pty Ltd**

Robert Apted  
0419 005 588 / 03 9401 3137  
sue@melbournepear.com.au

**Tripod Farmers**

Joe Ruffo  
0401 774 171 / 03 5367 4861  
joe@tripodfarmers.com.au

**VB Fruit Pty Ltd**

Chris Brancatisano  
0418 111 288  
admin@vbfuit.com

**VFS Produce Pty Ltd**

Antonio Siciliano  
0418 170 489 / 03 9401 5454  
vfspro@bigpond.net.au

**Young Sang & Co (Aust) Pty Ltd**

Joe Palumbo  
0418 102 117 / 03 9401 1266  
accounts@youngsang.com.au

**FRESH STATE ASSOCIATE MEMBER****Alpha Produce**

Group Iliia Voulgaris  
0418 562 801  
accounts@alphaproducegroup.com.au

**Approach Refrigeration**

Philip Dodds  
0417 742 728  
phil@approachgrp.com.au

**Bigfield Fruit Veg**

Basam Hilsaca  
0412 676 344 / 03 9390 1904  
big.fields.fruit.veg@hotmail.com

**City Fresh Wholesalers Pty Ltd**

Anthony Mutton  
0412 051 159 / 03 9354 7377  
anthony@cityfreshwholesalers.com.au

**Commercial & General Coolrooms**

Cyril Saltmarsh  
0412 335 866 / 03 9587 1830  
accounts@commgen.com.au

**Damoli Forklifts**

Daniel Bykersma  
0429 927 883  
daniel@damoli.com.au

**Direct Harvest**

Carl Ponte  
0418 995 080  
accounts@directharvest.com.au

**Freni & Doria Pty Ltd**

Vince Doria  
0418 374 168 / 03 5998 1233  
admin@frenidoria.com.au

**Fresh Mix Produce Pty Ltd**

Tai Nguyen  
0432 808 827  
admin@freshmixproduce.com.au

**Glynn Harvey Pty Ltd**

Glynn Harvey  
0484 766 861 / 03 5278 6135  
glynnndharvey@bigpond.com

**Greenlands Wholesale**

Ross Pezzano  
019 356 445  
ross@greenlandsfruit.com.au

**JB Unloading P/L**

John Bartalotta  
0418 345 598  
jbulloading@gmail.com

**JP Fruit**

Peter Cheesewright  
0419 408 209  
p.cheesewright@bigpond.com

**Meadow Hills Marketing Pty Ltdx**

David Shaw  
0419 892 684 / 03 8787 5077  
accounts@meadowhills.com.au

**Mega Produce Pty Ltd**

Tran Thi Ngoc Minh  
0428 414 923  
megaproduce@icloud.com

**Melba Fresh Providore**

Lou Ponte  
0418 343 536  
lou.ponte@melbafresh.com.au

**NU Fruit Pty Ltd**

Dean Campagna  
0418 800 409 / 03 5723 7200  
bellt@nufruit.com.au

**NWA Mushroom**

Stephen Lee  
0477 141 162 / 03 9408 9990  
nwamushroom@gmail.com

**Organic Growers Group**

Jen Osborne  
0448 051 142 / 03 8401 3212  
Info@organicgrowersgroup.com.au

**Paul Phillips Transport Pty Ltd**

Paul Phillips  
0428 359 375 / 03 5996 7343  
pptransport@bigpond.com



**Piedimonte's**

Joe Piedimonte  
0418 896 066 / 03 9481 1600  
info@piedimonte.com.au

**Produce Exchange Australia Pty Ltd**

Rebecca Cumi  
0419 666 536  
accounts@produceexchange.com.au

**Rainfresh Vic Pty Ltd**

Dean Campagna  
03 8379 9300  
accounts@rainfresh.com.au

**Ray Gregory & Sons Pty Ltd**

Raymond Gregory  
0438 508 610  
office@rgregory.com.au

**Road Fresh Transport Pty Ltd**

Nina Manariti  
0417 372 684  
musicoandmanariti@bigpond.com

**Robinson's Fresh Solutions**

Mark Robinson  
0437 833 522 / 03 9408 5679  
operations@robinsonsunloading.com.au

**Rudge Produce Systems Pty Ltd**

Terence Rudge  
0419 335 802 / 03 9408 4645  
hrudge@rudge.com.au

**SHV Wholesalers**

Peter Behrakis  
0418 120 686 / 03 6234 3754  
peter@behrakisgroup.com

**Simon George & Sons Pty Ltd**

Jackson George  
0408 459 867 / 07 3717 1400  
jgeorge@simongee.com.au

**Tasmanian Freight Services Pty Ltd**

Robert Watts  
0419 117 816 / 03 6426 1201  
tfsmt@tasfreight.com.au

**The Fruit Specialist**

Joe Amalfi  
0418 869 011  
joe@fruitspec.com.au

**The Grape House Group**

Charlie Costa  
0418 502 424  
charlie@grapehouse.com.au

**Toyota Material Handling (TMH)**

Brad White  
0437 102 090 / 0411 721 112  
Brad.white@tmha.com.au

**FRESHMARK****A & M Kazzi & Sons PTY Limited**

Fred Kazzi  
02 9746 3284 / 0418 292959  
fred@kazzifresh.com.au

**Akropol Fruit & Vegetable Supplies PTY LTD**

Harry Emmanoilidis  
02 9764 3266 / 0411 655 510  
harry@akropol.com.au

**All Crops**

Alf Sparacino  
02 9746 8485  
accounts@allcrops.net.au

**All Seasons Produce PTY LTD**

Dominic Pisciueneri  
02 9746 5145 / 0417 375 279  
sales@allseasonsproduce.com.au

**Alvaro Brothers PTY Limited**

Tony Alvaro  
02 9746 8485 / 0417 264 088  
admin@alvarob.com.au

**Antico International PTY LTD**

John Antico  
02 9764 3833 / 0418 647 070  
john@antico.com.au

**Apollo Fruit Supplies**

John Murray  
02 9746 8613 / 0418 648 942  
john@apollofruit.com.au

**Arcella Bananas**

Rosa Arcella-Downie  
02 9746 7857 / 0413 114 933  
rosa@tropicananabana.com.au

**Arthur Yee PTY LTD**

Rebecca Couani  
02 9746 7204 / 0414 338 324  
arthur.yee333@gmail.com

**Australian Global Marketing**

Ray Khoury-Harb  
02 9764 1600 / 0414 440 550  
ray@australianglobal.com

**Boustani Bros**

Charlie Boustani  
02 9764 2782 / 0414 337 799  
boustanibros@bigpond.com.au

**Campbell Farms**

Mark Kay  
02 9764 3674 / 0414 483 943  
office@campbellfarms.net.au

**Col Johnson & Co. PTY LTD**

Joe Barbara  
02 9764 3899 / 0418 614 821  
joe@coljohnson.com.au

**Criniti Bros**

Frank Criniti  
02 9764 1023 / 0418 168 362  
frank@crinitibros.biz

**D & V Varacalli PTY LTD**

Dean Varacalli  
02 9764 2764 / 0415 417 088  
dvvaracalli@telstra.com

**Daily Fresh Chatswood**

Lili Zhaz  
0479 010 866  
freshworldcastlehill@gmail.com

**David Russo PTY Limited**

David Healey  
02 9746 7626  
david.healey@davidrusso.com.au

**E.A. Small & Co PTY LTD**

Neville Hession  
02 9764 2469 / 0411 746 295  
Neville.hession@yahoo.com.au

**Exotic Fruit Traders**

Alf Costa  
02 9746 8311 / 0419 686 662  
tina@exotic.com.au

**Express Fruit Service**

Greg McConnell  
02 9764 3268 / 0412 858 995  
gregm@expressfruit.com.au

**Fresh Produce Group of Australia PTY Limited**

Robert Nugan  
02 9704 8380 / 0418 673 486  
enquiries@freshproduce.net.au

**Fruitezy Pymont**

Max Filipe  
02 9188 3688  
max@fruitezy.com.au

**G & T Sergi**

John Sergi  
02 9631 9022 / 0408 223 830  
michael.sergi@bigpond.com

**Golden Fruit Supply**

Jason Hendriks  
02 9764 3799 / 0409 971 975  
jason@goldenfruit.com.au

**Grech & Borg PTY LTD**

Joanne Stone  
02 9746 6499 / 0418 453 386  
mail@grechborg.com.au

**Harris Farm Markets**

Angus Harris  
02 9394 3111  
aharris@harrisfarm.com.au

**Harry Sun PTY LTD**

Michael Murone  
02 9764 2617 / 0417 669 481  
michaelmurone@me.com

**J E Tipper PTY LTD**

Steve Barnes  
02 9763 1323 / 0435 054 528  
steve@jetipper.com.au

**J.H. Gotts Trust**

Warren Scanlon  
02 9764 3599 / 0407 777 719  
warren@jhgotts.net.au

**Lemdell**

Frank Capobianco  
02 9764 4888 / 0418 644 888  
admin@lemdell.com.au



**Leo's Family Farm**

Patrick Camilleri  
0498 279 901  
strawberrycamilleri@gmail.com

**Macri Fruit**

George Macri  
02 9325 6647 / 0419 401 695  
macrifruitdistributors@gmail.com

**Minitoons PTY LTD**

Michael Gigliotti  
02 46477255 / 0419 227 244  
mick@towngrocer.com.au

**Mint Produce**

Mick Mintoff  
02 9746 7236 / 0418 211 277  
mick@mintproduce.com.au

**Morco Fresh Wholesale**

Stephen Moraitis  
02 9574 5999 / 0408 641 160  
wholesale@morcofresh.com.au

**Murphy's Produce**

Murphy Moses  
02 9746 3799 / 0414 224 831  
murphy@murphysproduce.com.au

**New Fresh Australia**

Ross Lagudi  
02 9764 4322 / 0419 633 850  
ross@newfresh.com.au

**Parisi Australia**

Julian Parisi  
0416 319 158  
julian@parisisydney.com

**Perfection Fresh Australia PTY LTD**

Michael Simonetta  
02 9763 1877 / 0400 822 222  
michael@perfection.com.au

**Phil's Preferred Fruit PTY LTD**

Phillip Bugeja  
02 9763 2399 / 0416 229 505  
info@preferredfruit.com.au

**Premier Fresh Australia PTY LTD**

John Giuffre  
02 8754 9002 / 0417 683 070  
jguiffre@lpgroup.com.au

**President Avenue Fruit World**

Avtar Singh  
02 9587 9840 / 0413 196 714  
avtarsingh267@gmail.com

**Profruit PTY LTD**

Carlo Trimboli  
02 9764 3866 / 0400 247 571  
carlo@samsonsfruit.com.au

**Ralph Johns PTY LTD**

Ralph Johns  
02 9764 4566 / 0418 977 571  
sales@ralphjohns.com

**Raw Fresh PTY LTD**

James Kohler  
02 9325 6299 / 0414 186 612  
sales@rawfresh.com.au

**Ray K Ghalloub & Sons PTY Limited**

Joe Ghalloub  
02 9764 2693 / 0419 258 630  
joe@raykghalloub.com.au

**Roy Cave & Sons**

Tom Cave  
0407 286 884  
roycave@bigpond.com

**Reardon Bros**

Mark Reardon  
02 9746 6175 / 0408 771 781  
admin@reardonbros.com.au

**Red Rich Fruit**

Matthew Palise  
02 9675 7395 / 0488 197 837  
matt@redrichfruitsnsw.com.au

**Roctom Produce Group PTY LTD**

Rocco Tomarchio  
02 9764 3810 / 0418 404 870  
roy@roctomproduce.com.au

**Samsons Fruit & Vegetable Supply**

Carlo Trimboli  
02 9746 9505 / 0400 247 571  
carlo@samsonsfruit.com.au

**Sinclair & Antico (Aust) PTY LTD**

Joe Antico  
02 9746 5504 / 0418 960 696  
joe@antico.net.au

**Stuart Dickson**

Luke Vincent  
02 9729 1333 / 0402 211 457  
lukevincent01@gmail.com

**Supreme Produce Australia**

Domenic Strati  
0402 354 554  
admin@supremeproduceaustralia.com

**Synergy Bananas**

Tristan Harris  
02 9764 5511 / 0413 022 190  
tharris@harrisfarm.com.au

**T & F Marketing**

Tony Campisi  
02 9746 0442 / 0418 204 501  
tcampisi2@gmail.com

**T Rainsford**

Rocky Lagudi  
02 9746 6703 / 0408 289 255  
accounts@trainsford.com.au

**The N & A Fruit Distributors**

Robert Cathels  
02 9764 3622 / 0418 263 690  
rob@nagroup.com.au

**The Fresh Fruit Team**

Fadel Afiouni  
fadel.afiouni@tfft.com.au

**Thomson's Fresh Produce**

Scott Thompson  
02 9746 8883 / 0423 624 239  
scott@thompsonfresh.com.au

**Top Class Fruit Supply**

Debbie Melnik  
02 9746 3786  
debbie@topclassfruit.com.au

**Valley View Produce**

Joe Muscatello  
02 9746 5660 / 0418 480 356  
joe@valleyviewproduce.com.au

**White Prince Markets PTY LTD**

Matthew Fensom  
0438 556 890  
info@whiteprincemarkets.com.au

**Wing Chong & Co**

William Yip Yee  
02 9746 6094 / 0409 530 338  
wyee70@bigpond.com

**Zappia Brothers/Zappia Produce Group PTY LTD**

Joseph Zappia  
02 9746 1600 / 0412 419 059  
joseph@zappiaproducegroup.com.au

**FRESHMARK ASSOCIATE MEMBERS****Bagnato**

Domenic Camera  
0418 863 763  
accounts@bagnato.net.au

**Flemington Unloading**

Daniel Ter Wisscher  
02 9325 6011 / 0401 885 585  
daniel@flemingtonunloading.com.au

**Marinucci Packaging**

Charles Marinucci  
0413 201 542  
charlesm@marinucci.com.au

**The Fresh Fruit Team (T/A Uncle Tony's)**

Fadel Afiouni  
02 9325 6733 / 0400 642 471  
fadel.afiouni@tfft.com.au

**Trims Unloading Services**

Glen Trimboli  
0407 027 997  
accounts@trimsunloading.com

**Veluttis (Sawgrass)**

John Velutti  
0407 402 038  
john@vellutis.com.au

**FRESHMARK RETAILER MEMBERS****Campbelltown Country Fresh**

cctfmf@outlook.com

**Farmers Fresh Burwood**

Moustafa Rustom  
0420 489 847  
moustafa@farmersfresh.com.au

**Farmers Fresh Rockdale**

Moustafa Rustom  
0420 489 847  
moustafa@farmersfresh.com.au

**Forestway Fresh**

Clare Davis  
02 9486 3340  
clare@forestwayfresh.com

**Fruit World Penrith**

Felicia Defrancesco  
0404 822 619  
info@fruitworldpenrith.com.au

**Grima Brothers**

Peter Grima  
0402 623 258  
grima.bros@outlook.com



**Galluzzo Fruiterers**

Joshua Flamminio  
02 9660 2114 / 0423 193 891  
galluzzofruiterers@gmail.com

**Harbord Growers Market**

Anthony Gerace  
02 9949 4355 / 0430 036 956  
harbordgrowers1@bigpond.com.au

**King Ananas**

Bill Moussa  
0419 276 970  
kingananascasula@bigpond.com

**Minchinbury Fruit Market**

Craig Gauci  
02 9625 8021 / 0419 485 463  
craig@minchinburyfruitmarket.com.au

**Panetta Mercato Marrickville**

Christina  
02 9550 3185  
marrickville@panettamercato.com.au

**Panetta Mercato Macquarie Centre**

Michael Hsu  
02 9889 2741  
macquarie@panettamercato.com.au

**Parisi's Food Hall**

Peter Morelli  
02 9371 2411 / 0416 047 551  
peterm@parisisfoodhall.com.au

**President Avenue Fruit World**

Avtar Singh  
02 9587 9840 / 0413 196 714  
avtarsingh267@gmail.com

**Rossi's Fresh**

Stephen Rossi  
02 9871 6455 / 0405 387 181  
stephen@rossisfresh.com.au

**The Glenbrook Grocer**

Karl Rogge  
02 4739 6735 / 0401 540 959  
heinrich.rogge@hotmail.com

**Town Grocer**

Michael Gigliotti  
02 4647 7255 / 0419 227 244  
mick@towngrocer.com.au

**Trims Fresh Merrylands**

Talal Khanifer  
02 9637 4007 / 0434 432 639  
accounts@trimsmerrylands.com.au

**Westpoint Growers**

Cindy Wehbe  
0414 893 822  
westpointgrowers@live.com.au

**Willoughby Fresh**

Ray Scala  
02 9958 3541  
willoughbyfresh@bigpond.com

**Plumpton Fruit World**

Vince Mazzaferro  
02 9625 2908 / 0416 251 733  
veeman01@live.com.au

**SOUTH AUSTRALIAN CHAMBER**
**R & B Rotolo**

Domenic Cusenza  
(08) 8349 4166 / 0414 133 205  
info@rotolo.com.au

**Jammal Produce**

Mukhtar Mohammadi  
(08) 8349 4793 / 0424 472 998  
accounts@jammalproduce.com

**Hi Tech Fresh**

Rick Musolino  
(08) 8380 9255 / 0413 493 263  
hitechfresh@musogroup.com.au

**Bache Bros**

Peter Mercurio  
(08) 8349 4311 / 0407 836 386  
peter@bache.com.au

**Hillview Fresh**

Bill Filsell  
(08) 8349 9993 / 0413 488 663  
hillviewfresh@bigpond.com

**Adelaide Hydro Fresh**

Mark Russo  
(08) 8380 9104 / 0411 423 214  
mark@hydrofresh.net.au

**George Polverino Pty Ltd**

George Polverino  
(08) 8349 4559 / 0418 814 100  
polverino@internode.on.net

**AF Parker & Sons**

Brian Parker  
(08) 8349 5579 / 0417 171 954  
afparker@bigpond.com

**Mercurio Bros**

Nick Mercurio  
(08) 8349 5168 / 0418 819 188  
nick@mercuriobros.com.au

**Mondello Produce Plus**

Sage Mondello  
(08) 8380 9855 / 0404 651 566  
sagem@mondelloproduceplus.com.au

**D & G Fresh Fruit Distributors**

Peter Koukos  
(08) 8349 6249 / 0415 993 355  
peter@dgfresh.com.au

**SA Mushrooms**

Nat Femia  
(08) 8280 6443 / 0416 198 787  
samushrooms@samushrooms.com.au

**Rainbow Fresh Direct**

Juliet Tripodi  
(08) 8262 5510 / 0417 831 929  
sales@rainbowfresh.com.au

**Farmhouse Fresh SA**

Tony Manno  
(08) 8359 6123 / 0411 146 393  
farmhouseSA@freshgroup.com.au

**Fresh Pick**

Nick Scopelitis  
(08) 8349 5540 / 0419 776 767  
viviens@adam.com.au

**Deandy Packaging**

Dean Maddock  
0418 829 173  
dean@marketbagsupply.com.au

**GT Produce**

Sonny Vu Pham  
(08) 8349 6911 / 0427 499 661  
gtproduce@senet.com.au

**4 Ways Fresh Produce**

Darren Tan  
(08) 8380 8317 / 0467 858 661  
D.T@4waysfresh.com.au

**Costa Farms**

Sam Mingoia  
(08) 8349 5044 / 0466 742 420  
Sam.Mingoia@costagroup.com.au

**Zerella Fresh**

Bill Thomolaris  
(08) 8380 9096 / 0417 872 227  
billthomolaris@zerella.com.au

**Merchant Street Wholesalers Pty Ltd**

Nick Pesa  
(08) 8300 2706 / 0431 759 018  
nick@merchantstreet.com.au

**Fruitorama**

Domenic Covino  
(08) 8349 6055 / 0423 617 818  
dcovino@fruitorama.com.au

**Premier Fresh**

Joe Trimboli  
(08) 8162 2400 / 0412 132 785  
joe.trimboli@pgroup.com.au

**Russo Produce**

Nathan Russo  
(08) 8349 6611 / 0421 337 177  
nathan@russoproduce.com.au

**BD & MD Nicol & Son**

Doug Nicol  
(08) 8349 7008 / 0418 825 716  
market@nicolcarrots.com.au

**Lenswood Produce Company**

Steve Tripodi  
(08) 8389 8300 / 0418 823 020  
lp.sales@lenswoodcoop.com.au



**Divine Fresh**

Garry Buttar  
0432 999 252  
divinefreshadelaide@gmail.com

**Country Crisp Fresh Produce**

Xen Nikitopoulos  
(08) 8349 4234 / 0418 806 719  
countrycrisp@optusnet.com.au

**Belperio Brothers**

George Belperio  
(08) 8337 8138 / 0408 828 620  
vabelperio@internode.on.net

**AC Gibson Pty Ltd**

Brent Gibson  
0417 863 060  
brentg@internode.on.net

**Pogas Produce**

Ben Pogas  
(08) 8349 5909 / 0439 847 218  
pogasproduce@gmail.com

**Scalzi Produce**

Fab Scalzi  
(08) 8349 6899 / 0419 820 644  
fab@scalzi.com.au

**Flavell's Fruit Sales**

Glyndon Flavell  
(08) 8349 4238 / 0419 804 541  
sales@flavells.com.au

**The Fresh Fruit for You Produce Co**

Walter Gallarello  
(08) 8349 6642 / 0400 834 243  
admin@freshfruitforyou.com.au

**Ceravolo Orchards**

Tony Ceravolo  
(08) 8349 5124 / 0417 825 578  
tony@rceravolo.com

**TC Luong**

Charlie Luong  
(08) 8262 8779 / 0418 808 118  
bichle72@icloud.com

**United Fresh**

Nat Fazzari  
(08) 8349 8933 / 0401 555 573  
unitedfresh@bigpond.com

**Merenda Wholesalers Adelaide**

Joe Merenda  
(08) 8349 5056 / 0417 873 071  
admin@merenda.com.au

**M&C Fruit & Veg Supplies**

Mark Brougham  
(08) 8349 4407 / 0408 855 522  
mark@mcfruit.com.au

**MARKET WEST****4 Ways Fresh**

Paul Harvey  
0431 309 122  
p.harvey@4waysfresh.com.au

**5 A Day Farm Store**

Loi Tan Nguyen  
0402 840 179  
pnhfreshproduce@gmail.com

**Allstates Fruit and Veg Merchants**

Linh Truong  
0423 388 215  
linh@allstatesmerchants.com.au

**Arcella Banana Company**

Rosa Arcella Downie  
0413 114 933  
rosa@tropicabanana.com.au

**Australian Produce Brokers**

Trish Skinner  
0417 029 607  
trish@apbperth.com.au

**Brian Fresh Produce**

Trung Quang Lam  
0405 423 666  
bfp@tglobalfoods.com.au

**Cream of the Crop**

Frankie Galati  
0450 030 925  
frankie@galatibros.com.au

**Cream of the Crop Centrepoint**

Frankie Galati  
0450 030 925  
frankie@galatibros.com.au

**Direct Produce Distributors**

Damien Lee  
0438 049 411  
damian.lee@dps.com.au

**EPT Produce**

Barry Barone  
0406 537 696  
barone96@bigpond.com

**Etherington**

Grant Etherington  
0418 952 139  
grant@etherington.org

**Fresh Express Produce Pty Ltd**

Bruce Bergmans  
0419 046 437  
bruce@fresh-express.com.au

**Key Produce**

Richard Bloomfield  
0419 747 201  
richr@keyproduce.com.au

**Lantzke & Sons**

Troy Lantzke  
0438 945 520  
admin@lantzke.com.au

**Mercer Mooney**

Paul Neale  
0423 591 368  
pneale@mercermooney.com.au

**Omega Fresh**

Phong Le  
0430 911 969  
phong@omegafresh.com.au

**Organic Fresh Australia**

Mathew Jay  
0410 551 714  
jez@organicfreshaustralia.com

**Patane Produce / Carbarns**

Pennie Patane  
0407 993 580  
pennie@pataneproduce.com.au

**Perfection Fresh Australia**

James Ryan  
0425 362 974  
james@perfection.com.au

**Pezzano Enterprises**

Giovanni Pezzano  
0403 344 990  
giovanni@pezzano.com.au

**Premier Fresh Australia**

Ty Hudson  
0403 466 413  
ty.hudson@lpgroup.com.au

**Quality Produce International**

Chris Langley  
0417 939 075  
chrisl@qualityproduce.com.au

**Summer Fruit Sales**

Frankie Galati  
0450 030 925  
frankie@galatibros.com.au

**WA Farm Direct**

Brad Mercer  
0418 924 865  
admin@wafarmdirect.com.au

**Produce Brokers WA Pty Ltd**

Matthew Cocciolone  
0411 448 248  
matthew@betaspuds.com.au

**MARKET WEST ASSOCIATE MEMBER****Bullet Produce**

John Aufdemkampe  
0412 955 458  
john@bulletproduce.com.au

**Country Pak Wholesale**

Iain Johnston  
0488 664 241  
admin@countrypak.com.au

**Vision Produce**

Thomas Lobban  
0427 771 989  
tom@visionproduce.com.au

**Sunlong**

Mark Sun  
0402 106 688  
admin@sunlong.com.au

**Jimmy's Mushrooms**

Jin Hong Park (Jimmy)  
0433 979 950  
jimmysmushrooms@gmail.com

**MARKET WEST AFFILIATE MEMBER****HPS Transport**

Ivor Mofflin  
9456 0779  
ivor@hpstransport.com

**Okey Dokey Produce**

Jeff Grubisa  
0418 222 975  
jeff@keyproduce.com.au



# A better choice!

[www.abetterchoice.com.au](http://www.abetterchoice.com.au)



*Join our community*



**BRISBANE  
MARKETS**  
LIMITED®



**QUEENSLAND'S**  
**HEART**  
OF  
*Fresh*  
**PRODUCE**