

YEAR BOOK

EDITION
13



FMA
FRESH MARKETS
AUSTRALIA

THE AUSTRALIAN CHAMBER
OF FRUIT & VEGETABLE
INDUSTRIES LIMITED

INTRODUCING OUR NEW BRAND...



SYDNEY MARKETS

”

A MESSAGE FROM OUR CEO, BRAD LATHAM

For over 25 years, Sydney Markets' branding has stood the test of time. With this new brand we wish to reflect the vibrancy and innovation of our Stakeholders and announce to the world that Sydney Markets will continue to modernise in line with the industry.



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to find out more about
our new brand

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WHOLESALE DIRECTORY



Message from the Chair

Shane Schnitzler, Chair, Fresh Markets Australia



As we reflect on the last 12 months, it is impossible to ignore the extraordinary challenges that we have faced as a community. The COVID-19 pandemic had upended our daily lives and forced us to adapt to new ways of working and living.

We have emerged to live in a post-pandemic environment which is now inflicting the inflationary pressures that impact the economy, including reduced purchasing power, decreased investment, higher interest rates, and a decline in overall economic growth. Despite these difficulties, I am proud of the resilience and determination of the central markets supply chain.

In this message, I would like to take a moment to reflect on the past year and to express my gratitude for the incredible work that our team has done under extremely difficult circumstances. I would also like to acknowledge the ongoing challenges that we face, and to outline our plans for the coming year as we continue to navigate this uncertain time.

Year in Review: Reflecting on a Year of Success Strong and enduring partnerships

I want to highlight the continuous partnership between FMA and Toyota Material Handling. Throughout the last year, their unwavering support has brought significant benefits to our industry.

Our relationships with state industry bodies are strong, and we work together to deliver key FMA initiatives such as FreshTest® and Telecommunication Services for the industry. We remain focused on building strategic partnerships and active industry stewardship. Our joint partnership with the Central Markets Association of Australia, continues to flourish with collaboration on initiatives such as Hort Connections and the award winning National Independent Retail Program – A Better Choice!

Commitment to Industry Advocacy, Compliance, and Collaboration

FMA puts in significant effort to communicate the trading environment of the central markets supply chain to the ACCC within the regulatory framework of the Horticulture Code of Conduct. The ongoing engagement with the ACCC is important. Being invited to become a member of the AgCC is an honour that further strengthens this engagement with the ACCC and reinforces FMA's dedication to promoting industry excellence.

Supporting industry compliance with the regulatory framework of the Horticulture Code of Conduct is a top priority for FMA. The state industry bodies have taken proactive steps to promote compliance with the Horticulture Code of Conduct by conducting refresher training for their members and providing support as required.

At FMA, we are deeply committed to ensuring transparency and fairness in the trading of fresh produce. That is why we are proud to have commenced work on the FreshData Project, which is aimed at delivering a Verifiable Market Price Reporting scheme over the next three years. We take this project very seriously and have put in place a strong governance structure to ensure its success. A key part of the project is consultation, and we have diligently engaged with wholesalers and state industry bodies over the past year to secure an outcome that strongly benefits all stakeholders in the industry. We believe that this project is critical to promoting trust and confidence in the fresh produce supply chain, and we are honoured to be leading the charge. As we prepare to pilot the first iteration of the FreshData Project application, I cannot stress enough the importance of participation from all stakeholders across the supply chain. Let us work together to make this project a resounding success and set a new standard of price reporting.

FMA's participation in the Hort Innovation review into HARPS is a critical step towards ensuring that the industry's interests are well-represented. The FMA policy position on HARPS was considered carefully, and we were pleased to be given the opportunity to provide our input. The review presents a significant opportunity to enhance the effectiveness of the HARPS scheme and ensure that it continues to deliver value to industry stakeholders. FMA's involvement in the post-review steps will enable us to continue to advocate for the best interests of our members and the wider industry.

FMA, as an owner member of Freshcare, is pleased to announce its recent partnership with Freshcare to support an update to its Freshcare Supply Chain Standard factsheets. This partnership reinforces FMA's commitment to promoting and upholding high-quality standards across the horticulture industry, and Freshcare's ongoing efforts to provide practical, user-friendly tools for businesses to implement and maintain food safety and quality assurance programs.

Through our membership with the FSANZ Horticulture Standards Development Advisory Group, we have been able to effectively

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advocate for the proposed standard for berries, leafy vegetables, and melons. We engaged in important discussions with regulators in state jurisdictions, urging them to use existing food safety certification as a means to underpin compliance with the standard, thereby limiting the fiscal impact on the industry. Our strong voice and advocacy efforts have a focus on practical, effective, and beneficial implementation of the standard by state jurisdiction regulators, so as not to impose unnecessary duplication and cost to the supply chain.

As FMA Chair, I had the privilege of delivering a presentation at the ABARES Outlook 2023 conference in Canberra. The event provided an opportunity for industry stakeholders to discuss critical issues facing our industry, and I spoke about the challenges facing the horticulture industry, including the way central markets operate and changing customer requirements. My presentation highlighted the importance of Australia's Fresh Produce Markets and the supply chain working together to meet these challenges. I also discussed the FreshData project and the "A Better Choice" program as well as taking questions about industry ownership of the central markets.

FMA's Strategic Commitment to Promoting and Representing the Central Markets System: A Focus on the Coming Year

FMA is committed to furthering the interests of our members and representing and promoting the central markets system to be the preferred choice of all suppliers and buyers seeking the best means of marketing, distributing, or acquiring fruit and vegetables in Australia.

Strategic plans are crucial for any organisation, as they help to establish a clear direction and purpose so that all stakeholders are working towards common goals. Our updated plan reflects our commitment to excellence in representation and service, as well as our ongoing support for the central markets system and the fruit and vegetable industry as a whole.

Our strategic plan includes a number of key success factors, such as developing strong relationships, maintaining open communication, making strong decisions, and networking effectively. These factors will help us achieve our main goals, which include providing support services to our members and central markets supply chain stakeholders, advocating for the industry on important issues, providing industry statistics and information,

promoting FMA, our members, and the Central Market System, and continuing to develop as a strong national industry body. We are confident that it will help us achieve our goals and continue to be a leading fresh produce industry organisation in Australia.

FMA is actively working to strengthen its external engagement with various industry stakeholders such as federal and state government policy makers, grower bodies, supply chain support organisations, research organisations, and food safety standard owners.

These efforts are aimed at improving collaboration and communication across the supply chain and ensuring that the industry is well-represented in policy discussions and decision-making processes.

In Conclusion: Reflections and Future Optimism

The past year has been a challenging yet transformative time for the fruit and vegetable industry in Australia. FMA and its members have displayed remarkable resilience and determination in navigating these unprecedented times, and I am proud to have been a part of such a strong and resolute community.

Looking ahead, FMA remains committed to supporting the interests of its members and the central markets system and promoting the growth and success of the fruit and vegetable industry as a whole. With a clear strategic plan in place, a focus on strong relationships and effective communication, and ongoing efforts to engage with industry stakeholders and promote compliance, we are confident in our ability to overcome the challenges that lie ahead.

As we continue to navigate this uncertain time, we must remain united in our efforts to promote transparency, fairness, and trust in the fresh produce supply chain. By working together and supporting initiatives such as the FreshData Project and the "A Better Choice" program, we can ensure that the fruit and vegetable industry remains a vital and thriving part of the Australian economy.

I look forward to the future with optimism and enthusiasm, knowing that FMA and its members are committed to promoting excellence and driving success in the fruit and vegetable industry.

About Fresh Markets Australia

Fresh Markets Australia (FMA) is a national industry organisation that operates under The Australian Chamber of Fruit and Vegetable Industries Limited. The organisation represents the five Market industry bodies (Chambers), each of which represents fruit and vegetable wholesalers located in one of Australia's six central markets: Brisbane, Sydney, Melbourne, Adelaide, Perth, and Newcastle.

With a focus on advocating for over 400 market wholesaling businesses, FMA strives to represent the interests of the Australian fruit and vegetable industry.

The market wholesalers that FMA represents account for approximately 50-60% of the fresh produce sold throughout the country. These businesses supply fruit and vegetable retailers, secondary wholesalers/providores, foodservice industry businesses, processors, exporters, and the general public. The Central Market system that these businesses operate within includes thousands of growers who supply produce to the wholesalers. The total annual turnover of businesses in the Central Markets exceeds \$8 billion, making it a crucial component of the Australian economy.

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

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





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 Company Secretary, who also serves as the General Manager.

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 2023)

Shane Schnitzler Chairperson



Shane is committed to ensuring the longevity of the fruit and vegetable industry and independent sector in Australia. Shane has extensive experience in the fruit and vegetable industry with over 35 years' involvement, thirteen of those years within the retail sector. He holds a BBus. and has been the President of Fresh State Limited for over eighteen years.

Shane is the FMA Chairman, holding the position since 2006. He is a strategic leader and played an active role in the creation of the A better choice! program, which drives support to the independent retail sector, ultimately sustaining the central market system for years to come. Since 2014, Shane has jointly owned and operated Produce Time P/L, a wholesaling business at the Melbourne Market.

Hamish Montague Deputy Chairperson



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

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.

Trish Skinner Non-Executive Director



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

Carlo Trimboli Non-Executive Director



Carlo has been involved in the wholesale fruit and vegetable industry for over 35 years, and his experience and knowledge have earned him a reputation for excellence. He is Managing Director of Samson's Fruit and Vegetable Supply and is Chair of both Freshmark and the Sydney Markets Foundation. He takes pride in supporting local growers and believes in the importance of promoting fresh and healthy food to the community. Carlo continues to be a driving force in the Sydney Markets, and is leading Freshmark's transition to a skills-based board structure designed to position the organisation and the industry for the future.

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 team responsible for what became the successful bid to purchase the Brisbane Markets and as Managing Director and CEO, coordinated the seamless transition of ownership of the Brisbane Markets site to BML.

Rod McPherson Executive Director



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

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. Jason also serves as an Executive Director on the Board of Fresh Start Holdings. His multifaceted leadership roles across different sectors further enhance his ability to guide Fresh State Limited towards sustained growth and excellence.

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 customer needs. She has led a suite of transformational initiatives in commercial and not for profit environments that help organisations grow and maintain relevance despite competitive, ever-changing market conditions. Meegan's current role is CEO of NSW Chamber of Fresh Produce Ltd (trading as Freshmark). She is also a director of Sydney Markets Limited, CEO of the Sydney Markets Foundation and sits on a number of other relevant boards and committees.

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.

Gail Woods General Manager /Company Secretary



Gail has dedicated over a decade of her career to championing the interests of wholesalers. Her role as General Manager for Brismark and her current position as General Manager of Fresh Markets Australia exemplify her deep-rooted involvement in the sector. As a Certified Public Accountant (CPA) with over 30 years of experience in executive management teams, Gail possesses a multifaceted skill set encompassing financial and management accounting, human resources, facilities and asset management, information technology, operations, risk, and project management. In addition to her corporate responsibilities, Gail serves as Freshcare Deputy Chair, Chair of the Freshcare Finance Risk and Audit Committee, company secretary for various entities, and actively participates in key horticulture industry committees. Her unwavering dedication to industry advocacy and representation further amplifies her contributions to the wholesalers' community.



FMA Policy Position

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.

Did you know?

Fresh Markets Australia strives to effectively promote, protect, and advocate for the Australian fruit and vegetable industry. Here are a few examples of recent FMA initiatives that further these goals:

Submissions

- Review of the Dispute Resolution Provisions in the Food and Grocery Code
- Hort Innovation – HARPS review

Consultation

- Hort Innovation – Levy Payer Register
- Support for Freshcare Supply Chain Standard to be globally benchmarked to GFSI (Global Food Safety Initiative) to promote global market access
- Hort Innovation – HARPS Review report and recommendations
- FSANZ Proposal P1052 – PPP Requirements for Horticulture (Berries, Leafy Vegetables and Melons) and implementation of gazetted Standards with state jurisdictions
- Provided feedback to ACCC on their new Hort Code guidance material

Industry collaboration

- Provided annual report to Department of Agriculture, Water and the Environment for renewal of Australia's Plant and Plant Product Country Recognition Agreement (CRA) with Indonesia
- Regular Meetings with Hort Innovation
- Supporter of industry developed workplace training and certification program, Fair Farms

- Regular meetings with the ACCC – Agriculture Unit
- Various Food Safety forums
- Supporter of and advocate for Freshcare
- Distributed social media for ACCC New Hort Code guidance notes

Representation

- Wholesaler Representation on the Fair Farms External Stakeholders Reference Group
- Directorship of Freshcare Board (ongoing since inception in 2000)
- Membership of the Food Standards Australia New Zealand (FSANZ) Food Incident Forum (ongoing since 2014)
- Membership of the Vegetable Intake Strategic Alliance (VISA) (2015-2022)
- Membership of the ACCC's Agriculture Consultative Committee (AgCC) (2022-2023)

FMA initiatives

- FreshTest® - produce testing scheme developed and administered by FMA for verification of good agricultural practice in food safety
- FreshSpecs® - produce specifications developed and administered by FMA to provide a set of specifications for industry – (identified in the Horticulture Code of Conduct)
- FreshCode® - for matters relating to the Horticulture Code of Conduct e.g. support with standard HPA's, National Dispute Resolution Service and Hort Code refresher training
- FreshData – produce market price reporting project (2022-2025)

Brisbane Markets Limited marks 20 years ownership of Brisbane Markets

Brisbane Markets Limited marks 20 years ownership of Brisbane Markets. In September 2002, the sale of the Brisbane Markets from the Queensland Government to Landacq Limited (which subsequently became Brisbane Markets Limited) was settled, heralding in a new era for Queensland's fresh produce wholesaling sector.

At the time, the \$74 million sale was described as an exercise in strategy, vision and perseverance. Now 20 years on, the proof is in the fruit salad as Brisbane Markets Limited (BML)'s management of the site has seen total asset value increase to \$506.97 million at 30 June 2022.

BML Chair, Anthony Kelly, said that BML has invested over \$220 million in infrastructure and development projects at Brisbane Markets over the past 20 years, an investment that could only be achieved through confidence in the industry and in the Rocklea site.

"I believe that confidence grew exponentially from acquisition, with investors knowing management of the site would improve substantially," Mr Kelly said. "I was President of Brismark at the time of acquisition. I loved the passion of those who put up their hands to contribute and was proud to be part of something so exciting," he said.

Interest in Queensland's only central market was strong, with both Australian and international bidders from within and outside the fruit and vegetable sector bidding for the right to own and manage the site. Ultimately, the sale was a milestone for Queensland's horticulture industry, handing control of the state's most important wholesale marketing and distribution hub for fresh fruit, vegetables and flowers to the wholesalers, growers and retailers from across Queensland who supported and invested in the winning bid.

"We've come a long way over the past 20 years and I commend the dedication and vision of all my fellow directors who have served on the BML Board over the past two decades," said Mr Kelly.

"I also extend my heartfelt thanks to BML's Managing Director and CEO, Andrew Young, the company's management and staff who have delivered on the Board's vision. "Finally, I of course thank our loyal investors whose confidence and support have been unwavering, and without which we could not have made a reality the aspirations of what some considered to be merely a ragtag bunch of wholesalers from Rocklea. And we're just getting started," he said.



THEN



NOW



NOW



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Touring the markets: Andrew Young (CEO of Brisbane Markets Limited and Brismark), Mick Keogh (ACCC Agriculture Commissioner), Sharyn Vaughan (ACCC Assistant Director) and Gail Woods (Fresh Markets Australia General Manager).



Shane presents at ABARES

Code Briefing: ACCC's Market Engagement in Brisbane

The Australian Competition and Consumer Commission (ACCC) has provided updated guidance to the Horticulture Code of Conduct (the Code) in 2022, aiming to enhance growers' and traders' understanding of their rights and responsibilities.

The Code, a mandatory regulation, governs the trading relationship between growers and traders in the horticulture industry, ensuring transparency, clarity, and fair dispute resolution procedures.

FMA and state wholesaler chambers have conducted multiple rounds of training and refresher sessions since the release of the current version of the Code in 2018. These initiatives aimed to assist central market primary wholesalers in complying with the Code's requirements.

In September 2022, the ACCC's Agriculture Commissioner, Mick Keogh, and Assistant Director, Sharyn Vaughan, visited the Brisbane Produce Market, where they received a briefing on the new guidance from wholesalers operating within the market. The years following the Code's release provided an opportunity for compliance checks and valuable industry feedback.

Gail Woods, General Manager of FMA, emphasized the importance of growers and wholesalers being aware of their rights and responsibilities under the Code. The central markets play a crucial role in the fresh produce supply chain, and discussions with the ACCC provided a valuable platform to address the new guidance and other Code-related matters.

The ACCC will continue conducting compliance checks in the horticulture industry, focusing on assessing the effectiveness of the Code and identifying any instances of non-compliance. Enforcement action may be taken where necessary to ensure compliance with the Code's provisions.

FMA Chair Presents at ABARES Outlook 2023

Stakeholders gathered in Canberra on 7-8 March for the ABARES Outlook 2023 conference, centred around the theme of "Global uncertainty, local challenges". With over 60 speakers and 13 sessions, the event provided a platform for industry discussions.

During the Positioning Australian horticulture for the future session, FMA Chair Shane Schnitzler delivered his presentation in person, marking the first face-to-face event since the pandemic began. The session focused on enhancing farmgate and post-farmgate value in horticulture industries to address issues like increasing supply, export costs, and changing consumer perceptions.

In a packed auditorium, a panel of five presenters, including Mr. Schnitzler, discussed topics such as food safety, food waste, research, and development. Moderated by journalist Kate Banville, the panel featured Ms. Jane Siebum, CEO of Freshcare, Ms. Carolyn Cameron from Stop Food Waste, Mr. Brett Fifield, CEO of Hort Innovation, and Hamish Morton from ABARES.

Mr. Schnitzler emphasized the significance of Australia's Fresh Produce Markets, which collectively trade over \$8 billion of produce. He discussed the challenges faced by the horticulture industry, including competition from imported goods and evolving consumer expectations regarding sustainability. Collaboration within the supply chain was highlighted as crucial to overcoming these challenges. Initiatives like the FreshData project and the "A better choice!" consumer education program were also mentioned.

The impact of supply and demand on price determination in the market supply chain was addressed, with weather events and rejected produce from major supermarkets leading to oversupply and lower prices for growers. Mr. Schnitzler concluded by urging the industry to embrace ESG goals in a manner that benefits the wider horticulture industry without causing greenwashing or increased costs for the community.

Jared Greenville, Executive Director of ABARES, praised Mr. Schnitzler's insightful and well-received presentation. Delegates appreciated his expertise and perspectives on the value provided by properly functioning wholesale markets in fresh produce supply chains.



**Hort
Innovation**

Did you know one bad eating experience can stop a shopper buying fruit for eight weeks?

Through the grower-owned, not-for-profit research and development corporation, Hort Innovation, Aussie growers' biggest challenges are tackled through science. The corporation focusses on everything from trade initiatives to biosecurity to supply chain efficiencies to sustainability measures.

When it comes to improving the experience consumers have at retail to give them a consistent experience every time, a wealth of work is underway....

Hort Innovation manages marketing programs for a host of fruit and vegetable types. Each of these initiatives is anchored on consumer insights and underpinned by R&D projects that aim to improve the quality of fruit.

For example, through Hort Frontiers Hort Innovation is investigating the taste and sensory preferences of Australian consumers and using that information to inform and accelerate breeding programs underway to develop new fruit varieties that we can all enjoy.

Research shows 94 per cent of Australian's are not getting enough fruit and vegetables

A host of work is underway to encourage Aussies to put more veggies on their plates – for example, the Phenomenom program to improve attitudes to fresh foods among children, appealing to them that eating fresh Aussie produce can be smart, fun, and exciting.

There is also the VegKIT program that takes a community-minded approach to fostering a love of vegetables, with activities that reach early childhood, primary school and even prenatal level. The VegKIT website contains a



collection of evidence based and expertly developed practical tools, resources and interventions to support children, educators, health care professionals, government, research institutes and industry.

Tackling workforce challenges

Studies show that the horticulture workforce has decreased by 20 per cent over the past three years, which has resulted in 40 per cent of Australian growers turning to advanced machinery to fill the gap.

Hort Innovation is investing in a range of programs to develop new labour-saving technology, such as a mango crop load estimator to help with labour planning and an auto-harvester, and this tech is currently being commercialised.

Providing data and insights on the horticulture supply chain

Every year Hort Innovation releases the Australian Horticulture Statistics Handbook that captures the previous financial year's data. The user-friendly guide includes figures on national and state-level production values and volumes, exports and imports, processing volumes, fresh supply, retail and food service distribution.

The full handbook is available online at www.horticulture.com.au/hort-stats-handbook.

An analysis of the data since 2012/13 shows growth in both horticulture production volumes and values. The sector is producing 850,000 additional tonnes of produce than in 2012/13, and the annual value of production is up \$6.15B compared to the same period. This means the industry has added, on average, around \$680M of value every year for the past decade.

More data and insights from the 2021/22 Handbook

- Vegetable production values reached an all-time high of \$5.54B in 2021/22, despite a modest decrease in volume from the previous year.
- There were value increases across the board in the vegetable category, including leafy salad vegetables, which increased by 19 per cent (+\$94.2M), and tomatoes, which increased by 15 per cent (+\$83M).



- Leafy salad vegetables also reached new production volumes, increasing by 5.3 per cent in 2021/22. This marked the highest year of supply of fresh leafy salad vegetables.
- Beans had the highest annual production value growth rate of all vegetables, up 64% in 2021/22 and recording its highest production value of \$134.4M
- Onions reached new production value highs, exceeding \$249M
- Mango volumes increased 10 per cent on last year and reached the highest year of production value, recording \$217.9M
- Several fruit categories experienced stronger values in 2021/22, including table grapes (increased \$90M), watermelons (increased \$27M), mangoes (increased \$17M), mandarins (increased \$14M), lychees (increased \$10M) and nectarines/peaches (increased \$8M).
- In nuts, almonds, pistachios and walnuts all experienced significant gains in production value.

Making smart investments for the horticulture sector

As the grower-owned, not-for-profit Research and Development Corporation for Australian horticulture, Hort Innovation invests around \$120M each year into critical R&D, extension, marketing and international trade initiatives on behalf of the sector.

Hort Innovation's work is funded by statutory and voluntary industry levies, co-investment dollars that we broker from a range of partners, grant support that we apply for throughout the year, and Australian Government contributions.

Hort Innovation works with a rich network of partners to deliver investments and outcomes for Australian horticulture, including supply chain participants such as Fresh Markets Australia.

Hort Innovation is committed to working collaboratively with all parts of the horticulture sector to drive productivity, profitability and demand.

Hort Innovation is focused on making investments to address the opportunities and challenges the horticulture sector is currently facing. If it is the horticulture sector's priority, then it is Hort Innovation's priority.





**BRISBANE
MARKETS
LIMITED®**

QUEENSLAND'S



Brisbane Markets: Investing in Industry's Future

Progress and innovation are two words becoming synonymous with the Brisbane Markets, after Brisbane Markets Limited (BML) delivered its third major infrastructure development in five years in March 2023.

The completion of the 6,144 m² Building H1 warehouse, purpose built to meet the needs of tenant Green Endeavour, is the latest example of BML's ongoing commitment to providing the infrastructure necessary for markets-based businesses to expand and grow.

Adam Dilworth can attest that, as Managing Director of Green Endeavour, a joint venture between Fruitlink and Suncoast Fresh, he knows firsthand how important it is to have the right space to run your business.

"We had a situation where we had two businesses, both growing beyond our existing warehouse space, and now to have this expansive warehouse and administration facility, it feels like unlimited potential," said Mr Dilworth.

"We're so pleased with the support we received from BML, not just for this build, but over a long time," he said.

Following a design development process which commenced in early 2021 and a 14-month construction period, the new Building H1 occupies the raised development pad in the South Gate West warehouse precinct.

"We were able to work with BML to create a building that is forward thinking in a way that is as sustainable as possible," said Green Endeavour Director, Graeme Twine.

Comprising an administration hub, seven cold rooms, a freezer, dispatch room, a heavy produce room, 11 loading docks and over 1,300 pallet spaces, the building is crowned by a spectacular roof top garden, featuring edible plants and providing space for client education.

"It's a unique build and definitely another milestone for us," said BML Managing Director, Andrew Young.

While Building H1 embraces the sustainability and educational goals of Green Endeavour, the 5,541 m² Building C1, delivered in 2019, met the ripening and packaging needs of the tenant, while the 6,362 m² and Building E1, delivered in 2021, focused on providing dedicated domestic and export product, warehousing and distribution facilities.

"We continue to build on our years of experience in delivering purpose-built facilities, leading to innovation, which is largely bred through embracing the aspirations and goals that our tenants have for their businesses," Mr Young said.

This focus on tenant needs is no more evident than in the unprecedented levels of tenant applications for alterations and



additions to existing premises at the Brisbane Markets. This is seeing tenants investing in upgrading projects such as new office fit outs, new cold room builds, modifications for the more efficient use of existing warehouse space as well as upgrading of existing cold room plant and equipment.

"The sheer volume of requests to modify space to cope with growing business needs reflects a strong industry, and one that BML continues to invest in," said Mr Young.

Investment in the promotion of independent fruit and vegetable retailers, also continues to be a priority for BML. Working collaboratively with central market and chamber colleagues across Australia to invest in and drive the A better choice! national retail program.

This valuable collaboration combines marketing resources to increase exposure for independent retailers on a national level by taking advantage of economies of scale for creative assets and shared benefits such as extended media purchasing power. In the 2024 financial year, BML will continue to work with Brismark in delivery of the program, promoting consumer support for independent retailers and awareness of the role and importance of the Brisbane Markets.

Closer to home, BML has also implemented a new Enterprise Resource Planning project which provides for an integrated IT platform that includes Financial, Property, Facility, Asset and Customer Relationship Management capabilities to increase operational efficiencies and provide significant improvements across a wide range of business processes.

BML continues its strong commitment to improving infrastructure and services to better support the horticulture industry.





Roll of Honour

COL JOHNSON 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 Pisciueneri	(NSW)

FMA Chair Shane Schnitzler presents Col Johnson Award to Caroline Pisciueneri



Passionate leader honoured for progressing pathways for the next generation

Congratulations to Caroline Pisciueneri, who was presented the 2022 FMA Col Johnson Young Achiever's Award at the Hort Connections 2022 Gala Dinner.

Caroline is a shining example of a leader who embodies the values and dedication required to make a positive impact in the horticultural industry, while promoting the importance of youth pathways.

Caroline's strong leadership and passion is demonstrated by her active involvement in multiple organisations and her commitment to creating a sustainable future for the industry. As a respected and trusted voice in the industry, her contributions are sure to have a lasting impact.

Carlo Trimboli, Chair of Freshmark says that Caroline is known as a dedicated and passionate leader in the horticultural industry.

"Caroline's voluntary involvement in national projects such as the CHEP and her charitable works for the Sydney Markets Foundation (SMF) are just two examples of her commitment to our sector," Carlo says.

"As Deputy Chairperson of SMF, Caroline has played an important role in the advocacy and fundraising efforts of the Foundation. In 2021, she oversaw the donation and handover of a new fire truck, worth \$250,000, to the Batlow region in response to the terrible fires that occurred there in 2020 – a true testament to her dedication to worthy causes."

"Freshmark has also been fortunate enough to have her as a Board Director since 2019, as well as Chair of the Finance Audit and Risk Committee, where she has played a crucial role in ensuring the financial stability and growth of our organisation."

Apart from her roles in Freshmark and SMF, Caroline is also a Secretary of All Seasons Produce Pty Ltd. Her active involvement in this family-owned organisation led to her being voted by her peers as their Wholesaler Representative Director on the Sydney Markets Limited Board. Caroline regularly engages with her wholesaler colleagues and is well respected for her knowledge and passion for the fresh produce industry, making her a trusted voice especially in the face of sensitive issues.

"Caroline is acutely aware of the importance of a sustainable Central Market System and recognises that attracting the younger generation into this industry is critical. She actively works with Freshmark management on high-level strategies to create employment opportunities and career pathways for the next generation.

"I could not think of a more worthy recipient of this award, and it was great to be able to celebrate Caroline and her contribution to the sector at the ceremony last year," Carlo says.



Dedicated advocate recognised for meritorious service

In June 2022, Prominent Brisbane Markets wholesaler, Noel Greenhalgh was recognised for his service to the fresh produce industry with the 2022 Fresh Markets Australia Meritorious Service Award. Mr Greenhalgh retired from the Brismark Board after serving 26 years as a Director in October 2022 and will continue as a Director of Brisbane Markets Limited (BML), a position he has held since 2000.

According to the Chair of Brismark, Gary Lower, the Award was recognition for the strong contribution and loyal service Mr Greenhalgh, Managing Director of wholesale business RW Pascoe, has shown the fresh produce industry and the Brisbane Markets over more than 30 years.

"Noel consistently demonstrates his dedication to the Markets, the wholesale sector and the horticulture industry as a whole, working hard to advocate for the industry, including participating in events, hosting visiting delegations and consistently promoting Brisbane Markets and the fruit and vegetable supply chain," Mr Lower said.

"Noel has been a dedicated and committed member of the Brismark Board since 1996 and has made a significant contribution to the organisation and the industry during that time. On behalf of the Board, I thank him for his valuable service."

According to BML Chair, Anthony Kelly, Mr Greenhalgh was an early supporter of the Brismark-led bid to purchase the Brisbane Markets from the State Government.

"Noel is a consummate professional in all aspects of his life, working hard to improve the standing and status of the wholesaling sector," Mr Kelly said.

"This was never clearer than when he made a significant contribution to the bid to purchase the Brisbane Markets site in 2002, both in share investment and underwriting the capital, allowing the previously neglected site to transition to industry-based ownership."

While a director of both BML and Brismark, Mr Greenhalgh supported effective collaboration between BML, the market landlord, and Brismark, the representative body for wholesalers within the Brisbane Markets, and ensured the BML Board's culture retains its strong recognition of the wholesaling sector.

"It was a fitting tribute that Noel received the Meritorious Service Award in the year when we celebrate 20 years of private ownership of Brisbane Markets, and I congratulate Noel as a very worthy recipient and a worthy peer to stand alongside prior recipients of this prestigious industry accolade," Mr Lower said.



Noel Greenhalgh was recognised with the 2022 Fresh Markets Australia Meritorious Service Award in the lead up to his retirement from the Brismark Board.

Roll of Honour

MERITORIOUS SERVICE AWARD RECIPIENTS

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

**RINSE THEM OUT
ROUND THEM UP
RUN THEM IN**

drummuster provides Australian agricultural and veterinary chemical users with a recycling pathway for eligible empty agvet chemical containers.

drumMUSTER is a national product stewardship program that is supported by agvet chemical manufacturers, industry stakeholders including member and farming associations as well as state and local governments.

Recycle your empty eligible agvet containers. Visit the *drumMUSTER* website to find the nearest collection site to you. Remember, every container counts.



Plastic granules close up



Transfer Station



End product extruded plastic

Agsafe's *drumMUSTER* program continues to keep communities clean and green

For years, farmers and other AgVet chemical users had few options for disposing used containers. Consequently, they were dumped, buried, or burnt.

Enter Product Stewardship. A whole-of-life-cycle approach to responsible and ethical management of AgVet products, from the original manufacture through to their use and end-of-life disposal.

Agsafe's AgVet chemical product stewardship programs, *drumMUSTER* and ChemClear, divert used containers and obsolete chemicals from landfill, re-routing them into recycling and responsible disposal pathways that assist in keeping land and waterways safe.

Since operations began in 1998, more than 45,000 tonnes of unwanted plastics have been diverted from landfill sites into recycling programs, this equates to over 40 million agvet containers. There are over 800 collection sites throughout Australia including over 350 local council sites.

Agsafe's General Manager Dominique Doyle says *drumMUSTER* was one of the first product stewardship programs established in Australia. "It is now internationally recognised as a leading example of how the agricultural industry and individual farmers and

communities can work together to provide a recycling pathway for AgVet chemical containers".

Once the containers are collected, they are shredded and granulated, processed into pellets, then re-used to make wheelie bins, fencing, pipes, bollards, road markers and public furniture.

Dominique Doyle said of the program, "Farm businesses who frequent *drumMUSTER* sites are setting a good example of how the simple act of recycling can keep land and waterways cleaner and litter-free, and communities safer."

"As a voluntary program, the *drumMUSTER* product stewardship program has adapted to fit the needs of councils, farmers, retailers and manufacturers of the chemicals. We have a flexible approach to collections, this includes engaging with over 100 community organisations to not only maximise collections, but also provide great fund-raising opportunities." Ms Doyle says.

To find the nearest collection point to you, or to get your local area involved, please visit the *drumMUSTER* website at www.drummuster.org.au or call **1800 008 707**.

So round them up, rinse them out and run them in. Remember, every container counts.



Future Leasing Opportunity



New Cold Chain Warehouse

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

400m to Roe Highway
16km south of the Perth CBD
51ha of land situated in Canning Vale
20km to Perth Airport



THE SITE
perthmarket.com.au/perth-markets-leasing

- BUILDING FEATURES**
- PIR panel walls/ceilings for all temperature controlled areas
 - Recessed loading docks and at grade loading
 - All-weather loading awnings
 - Energy saving lighting
 - Base build design allows flexibility to tenants business for design of offices
 - Fully secure site with 24 hour security.

* Construction commencement subject to leasing pre-commitment

FUTURE BUILDING THREE 4,500m²

(9.1m ceiling height)
Lettable areas from 1000m² - 4500m²

Act now to secure your space!
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MP 1, 280 Bannister Road, Canning Vale WA 6155
08 9456 9200
samos@perthmarket.com.au

'A better choice!' Innovative AI Campaign for Local Fruit and Veg Shops

James Patrick, Head of Marketing and Engagement



The national retailer program 'A better choice!' launched a unique brand awareness campaign last year aimed at growing its profile and that of local fruit and vegetable shops with Australian consumers.

The A better choice! program delivers two campaigns per year with the 'Shop & Win' campaign currently underway, with another to be launched in Spring 2023 and team is looking forward to another great year of campaigns to encourage Australian consumers to choose to shop at their local Fruit and Veg shop, supporting Australian growers, wholesalers and retailers.

The campaign featured Australia's favourite home cook, and it was a unique, multichannel approach designed to build brand awareness and encourage consumers to shop locally.

The campaign was no ordinary one, and addressed one of its biggest challenges of a national program by creating unique touchpoints with every member store of which there are over 800, who all independently run with their own brand and customers. To address this challenge, the program leveraged AI technology to customise its advertisements to each of its member retailers using its celebrity ambassador.

Partnering with a tech startup, we employed a unique AI product to automate the creation of hundreds of customised digital advertisements from one primary advertisement. This involved creating an avatar of the ambassador's face, training the technology to mimic their mannerisms, and voice to create a seamless customisation.

After an extensive search and deliberation, media personality, home-cook, and Masterchef winner Julie Goodwin was selected as the brand's ambassador. She aligned well with the target demographic and was an ideal representative to leverage the campaign's message to 'Shop at your local fruit and veg shop' because it's 'A better choice!'

Using innovative AI technology and our ambassador, we created over 800 unique videos, each endorsing an independent fruit and veg shop's individual name across Australia, with no two ads being the same. The digital marketing campaign was promoted across Facebook, Instagram, and YouTube, where the advertisements were geo-targeted to the specific store's area to ensure only relevant shoppers saw the customised ads.

In addition to the digital campaign, the team also produced custom print collateral for all member stores. Each store received unique collateral featuring Julie but with their individual store name, personalising the material for the stores and their customers.

The campaign was well-received by both consumers and stores. Survey results from member stores showed an 86% satisfaction rate, and consumer sentiment was high, with 52% of those who had seen the ads considering shopping at their local fruit and veg shop, and 25% visiting a local fruit and veg shop within a two-week period. The campaign reached over 7 million people and served over 22 million impressions.



Julie Goodwin at Scicluna's Real Food Merchants Mentone



Michael and Sara Schinella welcoming Julie to the family at Schinella's Your Local Market.

SOUTH AUSTRALIAN PRODUCE MARKET

THINKING fresh.

PICK A LOCAL
A better choice!

SA FARMERS MARKET
POORAKA

SOUTH AUSTRALIA

Burma Road
Pooraka
South Australia

Ph: 08 8349 4493



South Australian Produce Market

Located in Pooaka, South Australia

More than 250,000 tonne of fresh produce valued at \$590M traded annually

Home to 40 wholesale traders - 70% being local growers

2,500 card holders accessing the site daily

Access to supply more than 1,000 retail and food service customers

On Site Micro Grid providing low cost, low emission, power generation and supply

Upgraded Fire Sprinkler System providing increased safety and decreased insurance costs

Home to SA Farmers Market - Public Sunday Market with more than 5,000 visitors and 160 stallholders

www.saproducemarket.com.au

Australia's Fresh Produce Markets showcase their best at Hort Connections 2022

Australia's Fresh Produce Markets, a joint collaboration of wholesaler industry bodies and central market owner/operators brought its largest-ever display to Hort Connections 2022 in Brisbane.

The 315 square metre display was a highlight of the trade show, which brought together around 3,000 delegates from across the horticultural industry.

The Australia's Fresh Produce Markets exhibitors showcased a range of fresh produce from across the country, including fruits, vegetables, and herbs. Visitors to the stand were able to connect with the wholesale produce industry, which is a vital link between growers and buyers.

The wholesaler exhibitors at Hort Connections 2022 were well received, with many delegates expressing excitement about the range and quality of produce on display.

In addition to the trade show floor, Hort Connections 2022 featured a range of seminars, workshops, and keynote presentations covering a range of topics relevant to the horticultural industry.

Overall, Hort Connections 2022 was a successful event that brought together a diverse range of industry stakeholders. The Australia's Fresh Produce Markets display was a particular highlight, showcasing the quality and diversity of fresh produce available in the country's central wholesale markets. With the success of this year's event, industry stakeholders are already looking forward to the next Hort Connections, in Adelaide in 2023.





So, what steps can I take to become Fair Farms accredited?

Fair Farms is open to all horticulture businesses in Australia. This includes farming and packing enterprises, nurseries, wholesalers, ripening houses, food brokers and any other organisation in the horticulture supply chain.

If you are a grower or a supplier, you will be taken through different pathways on your way to accreditation.

To ensure everyone can access high-quality training at an accessible price, we have designed training to be accessed through online e-learning, phone consults and face-to-face training sessions. Participants can choose what type of training meets their learning styles, needs and budget.

The first step to accreditation starts with a visit to fairfarms.com.au. We'll guide you the rest of the way.

If you want a taste of what Fair Farms can offer, our free monthly webinars are the perfect sampler.

On the final Wednesday of each month, our team delivers a 30-minute online webinar, discussing far ranging issues relevant to anyone and everyone in the horticultural supply chain. The free webinars have encompassed topics like the human slavery, mental health and ethical and social compliance.

To find out details on any upcoming webinars and how to register, head to the Fair Farms website, or to our Facebook page.

Fairer Farming

What is Fair Farms

For too long, the horticulture industry has been plagued by rogue operators who purposely exploit workers to undercut compliant growers and create an artificially discounted cost of produce that fair businesses must compete with.

These operators attract significant media coverage and are damaging to our industry's reputation.

While most growers and other produce suppliers intend to do the right thing, it can be challenging to navigate complex employment laws and regulations.

This is where Fair Farms comes into the picture.

Fair Farms has been developed by industry, for industry to support all members of the Australian horticulture supply chain with tools, information, and training to implement employment practices that comply with labour laws and ethical standards.

The Fair Farms program includes an industry owned and developed Standard benchmarked against Australian workplace laws and ethical standards.

This is a reached through a process of self-guided online steps, beginning with an online self-assessment against the Standard that helps identify any training needs of the individual, their business, and their practices.

Following the assessment outcomes, a coordinated system of individualised quality training modules is recommended to the assessed, developed to support growers and other horticulture

suppliers and provide a pathway to certification, if required, including cost-effective, credible third-party audits.

These third-party audits and the subsequent certification enable ethical businesses to differentiate themselves from operators who haven't tested their operation against ethical standards.

The aim of these certifications is to cement a trust between growers, suppliers and consumers, that their produce is grown and sourced in an ethical manner.

Accrediting your business with Fair Farms certification is beneficial in a number of ways:

Chiefly, it sets the grower and the supplier apart as an ethical employer, providing a more enticing workplace for farm workers and labour hire providers alike and providing a stabilising influence on the labour flow.

Fair Farms certification has also been accepted by most retailers in Australia, including Woolworths, Aldi and Coles.

This means that Australian growers can now opt for the one program and adopt the one Standard that meets the ethical sourcing requirements of all three retailers, making compliance easier, cheaper and more effective.

It also demonstrates to regulatory bodies such as the Fair Work Ombudsman and the wider public that you are committed to complying with Australian employment laws and ethical standards.

Through Fair Farms you can demonstrate your commitment to fair and responsible employment practices to your customers, workers and consumers. Over time, the transparency over who is compliant generated through Fair Farms will level the playing field and help drive out the rogue operators from our industry.



FAIR FARMS
FOSTERING FAIR EMPLOYMENT PRACTICES
IN THE AUSTRALIAN HORTICULTURE INDUSTRY

To learn more about the
Fair Farms Program
visit fairfarms.com.au



Fair Farms is an industry-led-and-owned social compliance training and certification program, aimed at fostering fair, ethical and responsible on-farm employment practices in Australian Horticulture.

Our program has been designed to help growers improve their compliance with workplace laws to demonstrate that workers are treated in a fair, ethical, and responsible manner.

- **Assessment** - Our Online Self Assessment (OSA) will assess your standing as a Fair Farmer with a series of questions and assessments.
- **Training** - From the results of your OSA, we will tailor a list of training modules for you to undertake and improve areas your operation.
- **Certification** - A third-party audit will be conducted to assess your real-world compliance.
- **Recognition** - Certification and recognition as a farm at the forefront of human rights.

To become a Fair Farm Member, or to talk to the Fair Farms team, visit fairfarms.co.au, or scan our QR Code



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Verifying Fresh Produce Safety: The Importance of Third-Party Testing

Gail Woods, General Manager, Fresh Markets Australia

Fresh produce is an essential part of a healthy diet, and ensuring its safety is paramount for consumers and the industry.

Microbial and chemical contaminants are a concern in fresh produce, and that's why testing for these contaminants is critical for food safety. FreshTest®, an innovative program launched by Fresh Markets Australia (FMA) in 2001, offers microbial, chemical, and heavy metal testing for fresh produce.

FreshTest® offers third-party verification of production and packing businesses' food safety systems, promoting industry-driven self-regulation. The program coordinates chemical residue, microbial, and heavy metal testing from wholesale markets, facilitating data consolidation for official purposes. FreshTest® also investigates, takes corrective action, and retests when harmful contaminants are detected, ensuring that the produce is safe for consumption.

The program's microbial testing includes testing for bacteria, yeasts, and molds. Bacteria can cause foodborne illnesses, and yeasts and molds can cause spoilage, leading to product loss. Chemical testing includes pesticide residue testing, which is critical for ensuring safe and responsible use of pesticides. The testing also covers other chemical residues, including those from herbicides, fungicides, and growth regulators.

Heavy metal testing is another vital aspect of the FreshTest® program. Heavy metals like lead, mercury, cadmium, and arsenic are toxic and

can cause health problems. These contaminants can enter the soil, water, and air, and subsequently contaminate fresh produce. The program tests for heavy metals, ensuring that the produce is within safe limits and preventing any potential health risks.

The FreshTest® program has been instrumental in promoting responsible use of pesticides, helping the industry manage chemical residue levels. All residue testing results are assessed against maximum residue limits stipulated in the Australian New Zealand Food Standards Code and the APVMA regulations. The program has identified several areas to support the industry, such as adherence to the chemical product label, withholding periods, spray drift, and possible off-label use. FreshTest® also helps growers and supply chain operators identify any inefficiencies and make improvements to their processes, leading to better product quality and increased efficiency.

The FreshTest® program is more than just a verification program; it's a food safety solution that supports fresh produce being safe for consumption. The program has become a trusted verification system for growers and supply chain businesses.

FreshTest® has been an active participant in the Food Standards Australia New Zealand (FSANZ) Food Incident Forum since 2014. The program provides valuable insights to reduce the impact of regulatory changes on the industry. FreshTest® also engages regularly with food safety regulators to ensure that it stays ahead of the curve and continues to provide cutting-edge solutions to industry challenges.



Step 5: Tubes of samples in the test cassette

Step 6: Residue laboratory

Step 3: Aseptic sampling of a sample for microbiological testing



INTERESTING FACT

For sample preparation for Heavy Metal and MRL testing, citrus fruit is blended as a whole, while brassica vegetables like head cabbages and kohlrabi are blended after removing decomposed or withered leaves. Only the buttons are used for brussels sprouts preparation.

Step 3: Microbiological Analysis - Ensuring Microbial Safety

Microbiological testing is vital FreshTest® service. Aseptic sampling techniques maintain sterility, while utensils undergo meticulous sterilization to prevent contamination. Retention samples are carefully packed and frozen for future reference. Various tests employing selective media and tailored incubation conditions provide crucial information on the microbial safety of the samples.

Step 4: Sample Preparation for Heavy Metal and MRL Analysis - Homogenizing for Accurate Results

Following Schedule 22 of the Food Standards Code, the appropriate part of each fruit or vegetable is selected for heavy metal and MRL analysis. Samples undergo meticulous blending until they form a homogeneous mixture, ensuring representative portions are used for subsequent analysis. This consistency and integrity in sample preparation facilitate accurate and reliable results.

Step 5: Residue Analysis - Unveiling Contaminant Levels

Residue Analysis (MRL testing) evaluates the presence of contaminants in prepared samples. A clear liquid extract is obtained through an extraction method involving Acetonitrile, water, and salts. After vigorous shaking and centrifugation, the resulting clear extract is transferred to a small tube and made ready for testing. Advanced GCMS/LCMS technology compares known standards with unknown samples, confirming detection when matching peaks are observed.

Step 6: Elemental Analysis - Uncovering Heavy Metal Presence

Elemental analysis focuses on heavy metals such as HM1, HM2, and HM6. The sample undergoes hot block acid digestion, followed

by filtration and testing using ICP-MS. This technique enables precise detection and quantification of heavy metal elements.

Step 7: Reviewing Results and Reporting

Tests are conducted in batches with quality checks, controls, standards, and spikes. After quality verification, results are transferred to laboratory certificates for reporting. Retention samples are kept for retests, and dual redundancy ensures disaster response. The laboratory holds NATA accreditation, validating its testing services. Proficiency programs and participation in the National Residue Survey ensure up-to-date methods and technology.

Step 8: FreshTest® - Test Result Interpretation, Certificate Generation, and Accuracy Validation

FreshTest® receives test results from the laboratory through the secure API, interpreting them in alignment with relevant standards and guidelines. Utilising this information, FreshTest® generates comprehensive FreshTest® Certificates that apply a traffic light analysis. Furthermore, FreshTest® validates the accuracy and integrity of the laboratory certificates, instilling confidence in the reliability of the test results.

FreshTest® ensures freshness, traceability, and reliable analysis through enhanced tracking, meticulous sample preparation, advanced analytical techniques, and accurate result interpretation. By leveraging the secure API portal, FreshTest® transfers data, receives and interprets test results, and generates comprehensive certificates. The validation of laboratory certificates ensures accuracy, promoting food safety and instilling confidence in the FreshTest services.

FreshTest® Sample Journey: Ensuring Freshness, Traceability, and Accurate Analysis

Ever wondered what happens to fruit and vegetable samples once they're submitted to FreshTest®? Let's take a glance at their journey from collection to reporting, ensuring freshness, traceability, and accurate analysis.

Step 1: Sample Login - Enhanced Tracking and Traceability

The FreshTest® application assigns a unique registration number to each sample, accompanying it throughout the laboratory journey. Barcode labels enable efficient tracking using readers positioned throughout the facility, ensuring accurate sample traceability and minimising errors. The sample data is deidentified and securely provided to the laboratory via an API.

Step 2: Sample Pick-up - Preserving Freshness and Integrity

Samples are carefully labelled and packed in refrigerated eskies. The use of refrigerated vans during pick-ups is crucial to maintain the samples' freshness and integrity during transportation to the laboratory.





Traffic Light System and QR Codes: A Look at the Latest in Food Safety Certificate Technology

The FreshTest® business portal web application has been live to the market since March 2022, and has been widely accepted by users. In addition to emailed certificates in real time, hundreds of users have taken the opportunity to create a user account, taking full advantage of all the online features that the portal offers.

The new FreshTest® Results Certificate, which was rolled out as part of the launch, includes QR codes that provide a higher level of security and enable users to verify data in real time. Each certificate has its own unique embedded QR code, which protects against misuse and minimises the ability to fraudulently alter data, thus strengthening the authenticity of the Results Certificate.

The FreshTest® Results Certificate uses a traffic light system to visually represent the test result, which makes it easier for users to recognise the result of the test. Additionally, each individual test has its own certificate, which allows for timelier delivery of

test results in real time, rather than waiting for all results from a suite of tests to be determined. Microbial test results are usually available within a few days, while most chemical test results take around three business days. If a non-compliance is detected, then a verification testing process will add to the time.

Since the launch of the FreshTest® business portal, hundreds of users have taken advantage of the online features it offers, including the completion of CAR forms and access to all information in one place. The Results Certificate is emailed to the end user and is also available on the FreshTest® business portal. For those who wish to review the NATA Certificate, it is also available for download on the portal.

Overall, the FreshTest® business portal has been a game-changer in the fresh produce industry, offering greater security, timeliness, and convenience to users. As more and more users take advantage of the portal, it will continue to be a driving force in improving the safety and quality of fresh produce.



Freshcare
Supporting Our Industry
Jane Siebum, Freshcare CEO

Now more than ever, Freshcare is focused on supporting our industry to reach its full global potential. After a few challenging years for all businesses operating within domestic and international supply chains, Freshcare is committed to helping the Australian fresh produce sector get back to the incredibly efficient machine we know it can be.

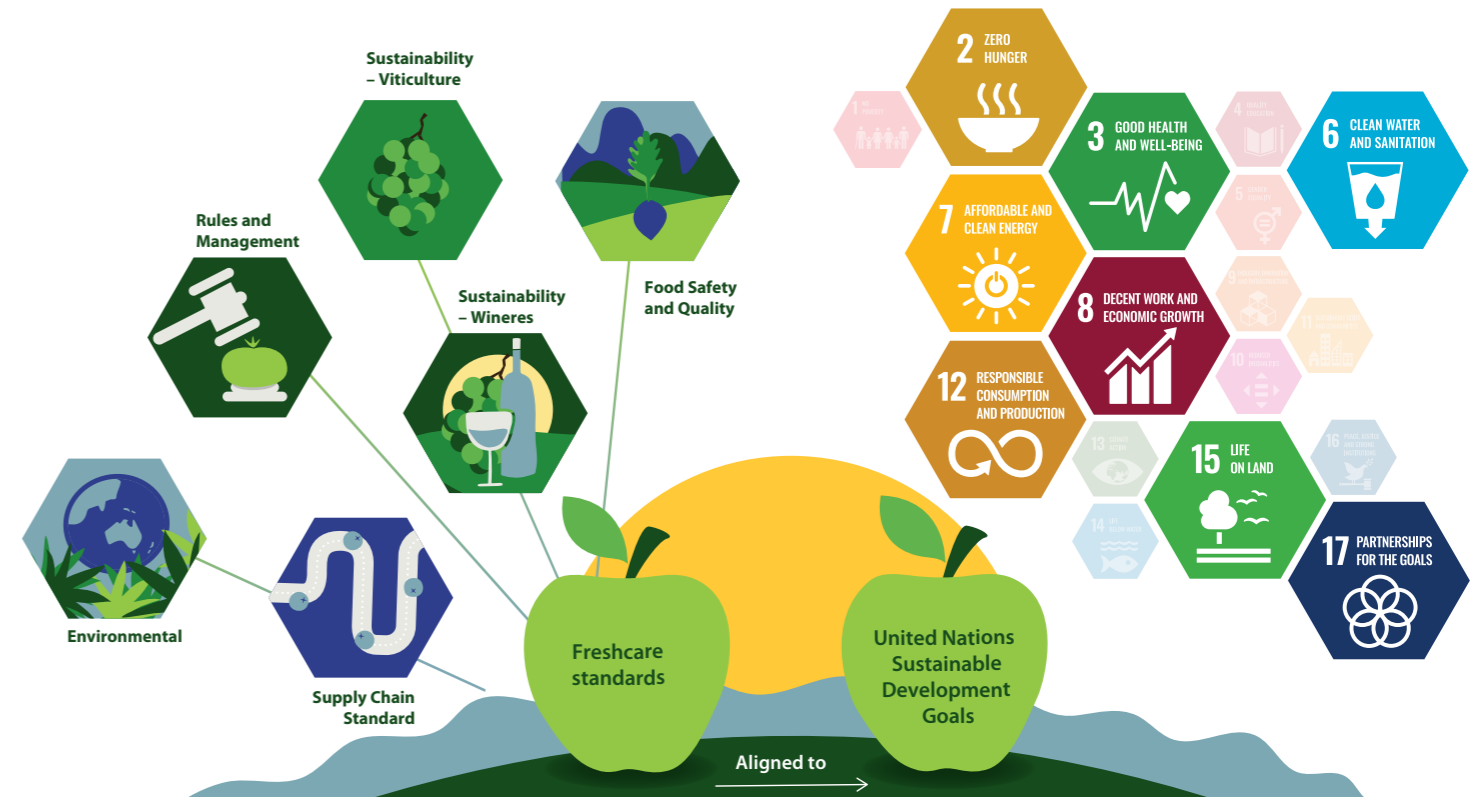
I would like to thank FMA for keeping Freshcare abreast of the issues facing its members, they provide an integral pathway for knowledge sharing. Working with industry stakeholders such as FMA ensures Freshcare develops resources that are relevant to Australian fresh produce businesses. Organisations such as FMA recognize the value of Freshcare certification and what it provides their members – the ability to thrive within the fresh produce supply chain.

Freshcare has recently collaborated with industry aligned organisations, launching some exciting initiatives to further support our participants throughout the fresh produce supply chain. These projects include creating Single Crop Resources with Citrus

SA (CSA), Freshcare Forms Online with Safety Culture, Assurance Essentials supplementary online learning, and our mental health & wellbeing Employee Assistance Program with Benestar®.

Freshcare continues to be proudly locally owned and operated by stakeholders in our fresh produce industry. Freshcare is an independent organisation that does not receive government or levy funding to assist with subsidizing the research, development and management of our standards and training. Our standards, training and resources are written and supported on Australian shores, it's what sets us apart from other standards. Everything we create and develop is with Australian participants in mind, enabling best practice management from farms through the supply chain. The Freshcare Team, Board and Technical Committees are comprised of individuals with hands-on industry experience, who are passionate about supporting the Australian fresh produce sector.

Additionally, I would like to acknowledge the Freshcare Team and the Technical Steering Committee for providing us with insights and guidance on how best to support our participants.





Freshcare Supply Chain Standard GFSI Benchmarked

Freshcare is excited to announce the Global Food Safety Initiative (GFSI) benchmarking of our Supply Chain Standard (SC2-FSQ), providing Australian fresh produce and supply chain businesses with global recognition.

The recognition of our Supply Chain Standard is an important accomplishment for Australia's horticulture supply chain network, highlighting this sector as a critical component of our domestic- fresh produce industry, which already operates at a global standard. Not only can our supply chain businesses supply to retail, but they can now export and meet growing international demand for high-quality Australian produce.

Freshcare has undertaken a rigorous process to achieve recognition by the GFSI and meet every single requirement, both in procedures and operations. The process is executed in an independent, unbiased, technically proficient and transparent manner with multiple levels of GFSI Stakeholder engagement and recommendations made to the GFSI Steering Committee.

Freshcare CEO, Jane Siebum says Australian produce is already recognised as some of the safest and highest quality globally – the global recognition of our standard is a great achievement for industry.

"Freshcare can now provide further assurance to businesses through the rigorous process of certification from paddock to pallet, to plate.

"I'd like to thank the Freshcare team and technical advisors for their hard work on achieving global recognition for our fresh produce industry," said Ms Siebum.

Looking for an Australian owned and operated certification?

Freshcare standards are created by industry experts with Australian businesses in mind.

Scan here to find out more



"The benchmarking of our Supply Chain standard acknowledges that a critical component of our domestic fresh produce industry already operates at a global standard."

Jane Siebum
Freshcare CEO



Freshcare Initiatives

Real support for your health and wellbeing

Did you know that Freshcare offers its participating businesses, their staff and families free and anonymous health and wellbeing counselling?

We are proud of this industry-first initiative, provided and funded by Freshcare. The Benestar® EmployeeAssistance Program offers support across a wide range of areas including psychological counselling, financial coaching, dietitian, nutrition support and much more.

We'd like to thank Recognised Supplier 'Tie Up Farming' for coming on board as our first monthly health and wellbeing sponsor. By choosing to become a sponsor, Freshcare can continue to provide this critical service to our network of growers and supply chain businesses.

Scan here to find our more



Freshcare Forms Now Online with SafetyCulture

Utilising the SafetyCulture platform, Freshcare record-keeping forms have been streamlined and digitised for the Food Safety & Quality (FSQ4.2) program.

We are excited to announce we will be offering our Supply Chain participants access to digitised forms soon, so watch this space!

What is the SafetyCulture platform?

SafetyCulture is a business management software application that digitises your operations. The software lets you capture consistent data, identify areas of improvement, share reports and collaborate across working teams – all from one easy-to-use app.

What does this mean for your business?

The SafetyCulture system assists with ongoing business management practices. By moving paper-based systems to this online platform you will be able to organise your record-keeping requirements all in one place. Saving time through automating processes, tasks and setting reminders.

Safety Culture is offering a free 30-day trial to new users. Scan the code to sign up!



Assurance Essentials: Creating a Positive Food Safety Culture

Food safety is everyone's responsibility, from senior management to frontline team members. For a positive food safety culture to flourish, everyone in the business needs to understand their role in maintaining a safe food environment.

Freshcare participants already maintain some of the highest global standards in food safety. Helping to prevent foodborne illness, protect the health of consumers, reduce the risk of product recalls, and improve the reputation and success of their businesses.

Assurance Essentials is an online course designed to upskill a broad range of team members in food safety practices and Freshcare requirements, to foster a culture of food safety.

Scan this code to find out more



Recognised Suppliers and Services

The Freshcare Recognised Supplier Register enables businesses to advertise their services and upload supporting evidence of credentials in the form of certificates of compliance, certification, or written declarations.

Recognised Suppliers are often the preferred suppliers for Freshcare participants as verified credentials are used to support their own best business practices.

Freshcare promotes the Recognised Supplier Register to all participating businesses through the standards, training and support resources. Additional 'Premium' advertising opportunities are available for subscribers to gain access to over 10,000 industry subscribers.

Scan this code and become a Freshcare Recognised Supplier



A better choice!

Quality **FRESHNESS** Service

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

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

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

Since its launch, 'A better choice!' has grown a strong online community through Facebook, Instagram, Pinterest and its newsletter 'Fruit and Veg Weekly' all of which are supported by the Program's website. The website is a hub of industry information, such as seasonality of produce, what produce is 'good value' each week, as well as current events impacting fresh produce, written for a consumer audience. This includes the Weekly Produce Report, articles of

interest and news articles. It houses a large database of recipes that hero fresh produce, inspiring Australians to shop at their local fruit and veg shop and to incorporate great fresh produce into all their meals.

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

Throughout 2022 and 2023, the Program has launched three campaigns nationwide - Win a Holiday, Ambassador campaign featuring Julie Goodwin and most recently Shop & Win, with all five central markets participating in the campaigns.

The program launched its brand awareness campaign featuring Masterchef Winner Julie Goodwin as our newest brand ambassador last spring. The campaign is using new technologies that are the first of their kind in an advertising form in the southern hemisphere. Stores were activated with personalised branded collateral featuring Julie Goodwin, with generic and personalised geo-targeted advertisements being promoted nationally. Retailer responses were

positive with stores producing user-generated content with the supplied collateral further strengthening the brand's display in stores. The addition of the ambassador has boosted the recognition of the brand which has been highlighted in retailer, consumer and stakeholder feedback and will help lift the program's profile.

The Program also recently launched the "A better choice! Magazine, a seasonal magazine available for shoppers to collect free at their local fruit and veg shop. The pilot magazine was launched in December and has been well-received by consumers, retailers and industry stakeholders. The launch of the magazine instantly boosted the presence of the 'A better choice!' brand in member stores, reinforcing our messaging and allowing another point of retention in a product consumers can bring home with them. This has further boosted engagement and created another point of connection with our retail members. The magazine opens pathways for the growth of the program both commercially and as a brand and as a new channel to continue our work to spread our message, increase brand awareness and presence, and bolster the credibility of the program. The magazine has an estimated readership of 265k people and has delivered 30.6m impressions.

March saw the relaunch and evolution of the 2021 award-winning campaign Shop & Win, a give-away competition designed to increase foot traffic and reward consumers for shopping locally. This campaign utilises QR code technology for easy entry. This campaign has been promoted through radio, social media advertising, influencers and in-store point-of-sale material. The campaign has been received well by both the public and retailers with a record number of entries seen nationally.

The program's partnership initiatives have continued to grow with an increase in activity, as representatives from 'A better choice!' have provided activations for both Kanzi® apples and Zespri™ Sungold™ Kiwifruit at independent stores throughout 2023. This has allowed for the utilisation of the independent retailer network and the delivery of added value to stores provided through the program, adding commercial benefit to the stores and partners.

The 'A better choice!' team is looking forward to a sensational 2023-2024 National Strategy and Annual Marketing Strategy. The National Retailer Program intends to leverage on the current successes and continues to explore the new-found opportunities for collaboration to support independent retailers.



Since the program launched in 2018 it has achieved the following stats

3.2m
Website views

270m
Impressions Served

37m
People Reached

291k
People in our Online Community

10.7k
Social Posts Published



Sydney Markets: Where History, Sustainability, and Fresh Produce Collide

Since the landing of the first fleet, Sydney Markets has been a vital part of the Australian food industry. Today, the modern markets comprise two locations, Flemington and Haymarket, which is the location of our iconic Paddy's Markets.

Every day 6,000 workers and 2,000 traders work to bring fresh produce, flowers, and great community bargains to over 7 million people all over NSW and ACT.

Sydney Markets' environmental sustainability program is recognised as a global leader in waste recycling, water conservation and green energy production. Sydney Markets is a recent recipient of a Green Globe Business Leadership Award in recognition of outstanding integrated sustainable practices.

Sydney Markets' annual Fresh Awards program champions greengrocers, florists, wholesalers, produce growers, flower growers, providores, fresh content creators and Paddy's retailers through a rigorous mystery shopping and industry awards program.

Quick Facts:

- Sydney Markets is one of the largest food distribution centres in the Southern Hemisphere and is home to over 6,000 workers.
- Each year Sydney Markets trades around 2.5 million tonnes of fresh produce with a value in excess of \$3 billion.
- Produce is received from approximately 6,000 growers Australia-wide with wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.
- Approximately 100 Wholesalers, 299 Produce Growers, 130 Flower Growers/Sellers and over 168 supporting businesses are located on-site at Flemington.
- Over 1,500 operators trade at Paddy's Markets attracting over 180,000 customers each week.
- Since its inception in 2005 Sydney Markets Green Point facility has increased the total waste recycling on-site to over 72%, saving the company more than \$1 million a year.
- 9,018 solar panels are currently installed on-site. This equates to removing approx. 2,500 cars from our roads.
- Sydney Markets is now running on 11% renewable energy, which is the equivalent of powering 1,300 houses.

Contact:

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Public Relations & Branding Manager
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Set on a 67-hectare site in Epping in Melbourne's North, the Melbourne Market provides the critical link between growers, wholesalers, retailers and distributors in the fresh produce and flower supply chain.

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

Approximately, 2,750 businesses use the Market as a base, buying and selling fresh produce in the early hours of the morning for distribution across Victoria and Australia. Its success is due to leveraging the market's modern state-of-the-art design and facilities to ensure it is a safe, clean and modern work environment while delivering a range of services to meet the needs of the fresh produce industry.

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

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

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

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

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

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

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

Contact:

Melbourne Market Authority
1/55 Produce Drive Epping 3076
P: 03 9258 6100
E: info@melbournemarket.com.au
W: www.melbournemarket.com.au



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

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

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 Markets 4106
Phone: 07 3915 4200 Fax: 07 3915 4291
Email: admin@brisbanemarkets.com.au



THINKING fresh.

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

More than 250,000 tonnes of fresh produce with a wholesale value of over \$590M is traded between our wholesalers, growers and retail operators every year. Home to more than 100 businesses, 70% of those are local growers.

2022 was a successful year for the market with many opportunities along with key initiatives and projects including:

1. Extension of our unloading service hours.
2. Installation of an unmanned gate system using bluetooth technology.
3. Commencement of the largest and most complex sprinkler installation in South Australia with the highest standard of equipment being used and to FM Global requirements.
4. A redevelopment on Burma Road precinct with canopy and building extensions.
5. A milestone reached of 10M tonnes of food donated through our onsite partnership with Foodbank SA.
6. The planning stages for a Biosecurity precinct, including council planning approval, completed and the final layout of the Biosecurity facility ready for tender.
7. \$50,000 raised for the Leukaemia Foundation through the annual Cherry Auction.
8. \$155,000 raised through the SA Flood Recovery charity soccer match played on the home ground of Adelaide United Football Club.
9. The SA Farmers Market opened March 2023 attracting up to 5600 public visitors and more than 160 stallholders every Sunday.
10. A site reduction of 30% on CO2 emissions achieved with our state of the art microgrid.

Contact:

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



Perth Markets (the Markets) is Western Australia's only wholesale fruit and vegetable central trading market.

The bulk of produce is traded through the Central Trading Area which consists of 25 primary and 30 secondary wholesalers trading more than 203,000 tonnes of fresh produce annually which is approximately 70% of all produce produced in WA. The markets continue to contribute significantly to the local horticultural industry, as well as Western Australia's economy, servicing 433 registered growers and 334 active buyer groups.

The operations on Site not only play a critical role in fresh produce supply, but they also contribute significantly to the State's economy. Tenants employ 1,782 people on Site, which directly benefits local communities and families. On weekends, the Site is home to a Saturday Wholesale Clearance Market, in operation on site since 1989 but dating back to 1927 when the Perth Market Authority was established and the iconic Sunday Community Market which celebrates its 30th anniversary this year.

Perth Market tenants reported a significant increase in demand for fresh produce during the COVID-19 pandemic, primarily due to supply chain interruptions from the Eastern states. Also significant was the supply chain crisis in February 2022 due to extreme weather. Severe flooding in South Australia washed out 300km of the only rail line that brings food supplies into Western Australia from the east coast. This clearly demonstrated the importance of the availability of locally grown fresh produce, readily available for distribution through the PMGL facility.

Perth Markets occupancy rate of 99.2% reflects the high demand for space on this iconic site which now enters an exciting new phase with the Board's recent endorsement of the Site 20 Year Master Plan. The first phase of this Plan includes a new cold chain warehouse which is currently under construction. Foundation works for the construction of a highly regarded specialist grocery store in the retail/commercial area are also well under way.

To find out more about new leasing opportunities, and be part of Perth Markets' exciting growth and development phase, you can contact our leasing team on (08) 9456 9239 or cleonard@perthmarket.com.au.

Leasing premises at Perth Markets positions your business in a centrally located and iconic facility which offers direct access to buyers and sellers so get in touch today!



Brismark in brief

Andrew Young, CEO Brismark & Managing Director
and CEO Brisbane Markets Limited



Representing and serving the Market wholesaling sector of Queensland's fresh produce industry, Brismark continues to go from strength to strength, providing Members with a broad range of services to support them, their Growers and their Buyers.

Brismark's Credit Service, which acts as the financial clearinghouse for Market transactions, saw a record level of throughput last financial year, with an increase of 6.49% on the prior year. The Credit Service provides Wholesalers and other Billing Entities with protection through a Bad Debt Reserve Fund and streamlines transaction processing for both Billers and Buyers at the Markets.

We continue our industry representation services and advocate for the interests of our Members to the broader industry and Government on matters such as the Horticulture Code of Conduct. Promoting the important role that our Members play in the fresh produce supply chain and communicating the benefits of the Central Market system to industry, Government and consumers is paramount to our activities.

Our range of services include a Debt Recovery Service, which helps our customers to recover bad debts incurred both inside and outside the Markets, recruitment assistance, human resource and industrial relations advice and support, and training and development. Brismark's Credit Service customers also benefit from discounted fuel cards and phone plans to help them save money.

We also continue to work with Brisbane Markets Limited on site-based initiatives to help ensure effective operations of the Brisbane Markets site such as Work Health and Safety initiatives including National Work Safe Month, random drug and alcohol testing as part of the Site Safety Program, and the operation of a Dispute Resolution Grower Hotline.

Several events also form part of our partnership with Brisbane Markets Limited including an annual Forklift Challenge to promote safe work practices, and a Gala Dinner which helps to harness a sense of community within the Markets. Sponsorship of the annual Brisbane Markets Mango Auction also forms part of our corporate social responsibility activities supporting two worthy charities including kids cancer charity Redkite and The Lady Musgrave Trust who works to end homelessness for women.

We look forward to continuing to work with our Members next year to further develop and expand our range of relevant service offerings to support them, their stakeholders, and their industry.



Brismark Supports Brisbane Markets Produce Wholesalers to Strengthen Supply Chain

Brismark, or The Queensland Chamber of Fruit and Vegetable Industries Co-operative Limited, is the largest Market Wholesaler representative organisation in Australia. We provide representation services to our Wholesaler Members, who operate out of the Brisbane Markets, across government and the horticulture industry, and key services to help promote the viability of our Members and other Market stakeholders.

The Brisbane Markets is one of Australia's largest Central Markets, with Wholesalers trading more than 700,000 tonnes of fresh fruit and vegetables in excess of \$2 billion each year.

There are 48 fruit and vegetable Wholesalers who make up Brismark's Member base, each an independent business that forms an important part of the fresh produce supply chain, connecting thousands of Australian growers with commercial buyers including independent retailers, secondary Wholesalers and provedores. Larger Wholesalers and Market based exporters also export Australian grown produce across the globe.

With so many fruit and vegetable Wholesalers in one location, the Brisbane Markets ensures that prices remain competitive and that there is a large variety of quality, fresh produce available to buyers for their customers each day.

Our Wholesaler Members receive support in relation to the Horticulture Code of Conduct and Brismark operates a Dispute Resolution Grower Hotline on behalf of our Members. We also have partnerships in place with grower representative organisations and liaise with industry bodies to help strengthen industry connections.

Investment in the A better choice! Retailer Program helps to promote the benefits to consumers of shopping at their local fruit and veg shop, while educating consumers about the important role of the Central Markets in the fresh produce supply chain.

Brismark's Credit Service acts as the financial clearing house for transactions that occur in the Markets, providing our Wholesalers and their buyers with efficient and transparent transaction processing. The Credit Service also provides protection to Members against bad debts and provides debt recovery services, which in turn, gives a greater level of assurance to the growers that they deal with.

Our Members and the businesses they deal with also benefit from Brismark's education and training courses, FreshTest® low-cost chemical residue and microbial produce testing services, recruitment assistance, quality assurance and food safety services, as well as human resources, industrial relations and work health and safety advice and support.

Through our support of Brisbane Markets Wholesalers, we are helping them to strengthen Queensland's fresh produce supply chain and the horticulture industry more broadly.



SA Chamber in brief

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



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

Membership increased to 35 members. The total number of wholesalers is now 37, down from the original 58 that started in 1988. Wholesalers believe the reduction in numbers is beneficial and will assist with the longevity of the remaining members.

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

Membership of the Credit Service (SA Produce Credit) remains strong with approximately 81% of the Secondary Wholesaler/Retail customer base utilizing the service. We have 100% Wholesaler participation as well as a number of Growers in the Growers pavilion utilizing the service. The Credit Service had no bad debts in 2022.

I would like to thank Penny, Michaela and Nicolette for their efforts in relation to Pick a Local – Pick SA (A Better Choice) program. The Pick a Local – Pick SA (A Better Choice) campaign has been successful with 105 stores having signed up to the program. Of these, 42 pay additional funds to promote their businesses and receive additional benefits. Promotional activities are important to ensure the long-term viability of the industry.

I would like to thank the members for their support throughout 2022 and look forward to improving the services offered to our members in 2023.

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



A better choice!

During 2022, the Pick A Local, Pick SA! marketing campaign continued in South Australia as a cobranded marketing activity with the National Brand, 'A Better Choice'.

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

The national sales promotion awarding a Retailer of the Year was won for the second year in a row by Adelaide Fresh Morphett Vale. And Simply Fresh Kensington hosted the magazine launch party for A Better Choice.

A paid retailer participation program continues to operate with 42% of the SA independent stores taking up the membership that provides personalised marketing services and access to the seasonal and national marketing campaigns.

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

National Banana Day saw the team activate Australia's biggest banana split giveaway with some 750 given away at an event activation to highlight the national day. The SA citrus season was celebrated with a launch event at a local retailer featuring Callum Hann cooking up local produce and inspiring use of the in season fruit. And the annual Cherry Auction put the local season front page with the media along with raising \$50k for the Leukaemia Foundation.

The team continued to share grower stories through video and photography content creation featuring in-season producers. The content has contributed to the growth in reach of the social media channels now having a combined fan base of 25k+ reaching a primarily South Australian audience of some 100k+ each month.

Local campaigns were activated for brands including Pick Me Mandarins, Kanzi Apples, Cara Cara Oranges, Nutri Kiwi, Zespri and Kalettes providing in store demonstrations and retailer incentives for the brands.

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

The team handed out 20,000 bananas at the Royal Adelaide Show and appeared again at the annual Cheese Festival held in the city parklands.

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

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



Fresh State in brief

Jason Cooper, Managing Director and CEO, Fresh State Limited



As the Melbourne Market enters its eighth year at the Epping site, Fresh State reflects on how far we've come and how much we've accomplished. As we progress, we continue to strive to give our members the best outcomes that will benefit their future and the market community.

This year has proven to be a busy one for Fresh State and our market community.

It has been exciting to finally be able to conduct meetings again with our members, and for the first time since 2019 we held our AGM and other member meetings face to face instead of in a virtual environment.

With the return of the first Gala Ball post-pandemic and even more events scheduled throughout the rest of the year, we are happy to be back in the swing of things and look forward to our future and what it may hold.

Over the last twelve months, we continued to focus on our commitment to members, ensuring we effectively represent all of them and their businesses and continue to promote their interests when situations arise, both within the Epping Market and the broader industry.

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

Established in 1992, the MMCS continues to improve the cash flow of Fresh State members and regular MMCS users. This enables them to conduct their businesses more efficiently and effectively. We continue to look for opportunities to refine our internal processes to make them even easier for our customers.

Data Fresh (price reporting) underwent a major change for us throughout the year with the retirement of a long-term employee, Tony Nigro, who has been performing the task of price reporting in the market for over 50 years. Fresh State decided to implement a price

collection app which allows wholesalers to upload their pricing daily. This has been rolled out progressively throughout the year to more users.

This year we continued to focus on unity and working together to continue to be a solid representation of our members and their businesses, resolving different situations that arise at the Melbourne Markets and nationally in our industry.

As we progress further into 2023, the next chapter of Fresh State and our market community is already being written, and the actions we take today will establish the kind of market we build in the future. As the year continues to fly by, we are optimistic about the future and will continue to deliver value to all our members.



A Midsummer Night's Dream

On Saturday the 1st of April 2023, Fresh State held our much-anticipated annual Gala Ball. Members and friends dressed up in their best attire and enjoyed a night of celebration to commemorate a year of hard work.

Over 400 people made their way to the Plaza Ballroom on Collins Street in Melbourne to attend this year's Fresh State Midsummer Night's Dream Gala Ball. After a three-year hiatus, many were eager to come together to enjoy the special night.

At the venue, guests were greeted with a choice of drinks, a gourmet three-course meal, and a display from all Fresh States sponsors. Everyone who attended was able to spend the night with their friends and the Melbourne Market community.

As the night continued, there was much anticipation before the Fresh State awards were announced. The awards are held to recognise individuals for their importance within the market community. The awards for the night included the Wholesale Personality of the Year Award, Young Marketeer of the Year Award, Buyer of the Year Award, Wholesale Company of the Year Award, and the This is Your Life award.

After the awards were announced and the trophies were handed out, guests took to the dance floor and enjoyed live entertainment from the Baker Boys Band.

The night passed quickly with a lot of celebration and was deemed a success by all those who attended. Fresh State has already begun to plan out next year's Gala Ball and looks forward to seeing everyone there again.



International Women's Day – Free coffee!

On Friday the 8th of March the world celebrated International Women's Day, a day dedicated to recognising the accomplishments of women everywhere.

Fresh State chose to honour the day by handing out free coffee to all visitors who passed by our coffee cart. The event began at 5:30am and after two hours, finished at 7:30am.

During the celebration several people stopped by to get their fill of caffeine and sugar. With every long black and latte served, there was a reminder to wish all the women in and outside of the market a happy International Women's Day.

The event was considered a success by everyone who attended. Plans are underway to bring out the coffee cart once again for all the Melbourne Market community to enjoy.





Market West in brief

Rod McPherson, CEO, Market West

As markets returned to business resembling normality, the easing of COVID restrictions statewide had a positive effect on the industry, not just for social and mental relief.

The strong restrictions enforced by the State Government, while unpopular in some areas, helped retain site and industry biosecurity and maintained the vital supply chain of fresh produce to consumers. Our members generally adopted sound business ethics in identifying and limiting possible business threats.

At our AGM in November 2022, Market West members re-elected Trish Skinner (Australian Produce Brokers) as President. Paul Neale (Mercer Mooney) was elected Vice President after James Ryan (Perfection Fresh) stepped down. We thank James for his support, effort, and dedication to his role. Claudia Cunningham (Etherington) and Serge Paparone (Organic Fresh) were re-elected, while newly elected Frankie Galati (Galati Group) was also welcomed as a Management Committee Member.

Market Operations

Our CEO has assumed the role of Chairman of an enhanced Market Operations Safety Committee (MOSC), comprising other market-based tenant representatives and market management. With increased focus on Workplace Health and Safety in line with the reforms which became law in March 2022 and a newly implemented site Alcohol & Drug Management Plan, the MOSC plays a key role in site safety and oversight.

Market West Credit Service

For the 2021/22 financial year, the credit service member turnover was a record \$597m (+2.2%) on an average 334 active buyers. The increase is predominantly price-driven, and through the central market process, produce supply and prices remained solid. Our efficient turnaround of weekly payments allows our members consistent cash flow, enabling them to maintain the supply chain funding back to the grower.

Market Pricing and Statistics

We continue to work with our Members and industry to enhance the integrity of the data collected and made available. New produce lines are included where required and existing produce lines are reviewed to remain relevant. Our data collection is supported in real time by 96% of the central traders. The increased quality of reporting has received high level acceptance within the industry and external agencies creating reliability and relevance to stakeholders.

A better choice!

We continue to actively participate and support the national retailer program 'A better choice!' in association with the Market operator Perth Markets Group Ltd. The program has gained solid industry and consumer recognition. The retail campaigns and ongoing independent retailer and consumer support build A better choice! brand recognition and the value of shopping locally for quality and freshness.



Premier Mark McGowan visited the Perth Markets



President Trish Skinner and Minister Jackie Jarvis



Premier's Visit

Market West were glad to host the Premier Hon. Mark McGowan at the Perth Markets. The Premier moved around the markets refamiliarising himself with the central markets and the vital role they play in providing high quality local produce to retailers and consumers. On a separate occasion, we also welcomed the newly appointed Minister for Agriculture & Food; Forestry; Small Business, Hon. Jackie Jarvis MLC.



Perth Markets Ball & Retailer of the Year

The 2022 event held at Crown Ballroom was an unprecedented success. The event featured a glamorous Casino Royale James Bond theme and the almost 600 guests responded with plenty of dinner suits and shimmering gowns on show.

The Retailer of the Year had a record 282 nominations across 8 categories narrowed down to 52 finalists. The increasing number of retailer nominees commitment to excellence in customer service continually raises the bar, resulting in increased desirability and prestige. The Fresh Produce Retailer of the Year was Napoli Mercato. A better choice! Retailer of the Year was Tony Ale & Co. We thank Perth Markets Group as a key supporter of A better choice! and as naming rights sponsor for the Ball.



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New LPG Facility

The new Origin LPG facility relocation managed by Market West was completed and began operating in 2022. The safety requirement to move the facility required significant capital input but also allowed more modern technology to be utilised for LPG delivery for users. After some initial teething problems, the facility allows more efficient traffic flow and should eventually provide savings for users.



Charity Cherry Auction

The Charity Cherry Auction raised a record \$140,000 for the Perth Children's Hospital Foundation Rare Care Centre which coordinates research and advanced diagnostic approaches for the 63,000 WA kids with rare and undiagnosed diseases. The winning bid of \$49,000 from the Galati Group and Fernbrook Fresh saw Frankie Galati crowned as the Cherry King. The fresh produce community has donated a staggering \$1.7 million to the Foundation over the past 3 decades.



Cherry King Frankie Galati after bidding \$49,000 for the box of cherries.

Perth Markets Golf Day

The golf day was held at the Vines Resort Ellenbrook Course in the picturesque Swan Valley. 23 teams battled it out for bragging rights. It was a fun day with plenty of banter and friendly rivalry between teams. Our valued sponsors Maddington & Canning Vale Toyota provided a \$46,000 Toyota HiLux SR5 Hi Rider utility for a hole in one. No one took out the prize but it provided plenty of excitement.





Freshmark in brief

Meegan George, CEO Freshmark

This time last year, Freshmark made a bold commitment to deliver to our members across seven key areas, from more robust governance to being more vocal in the media, and investing in key infrastructure upgrades at our Sydney Markets site. Twelve months later, I am proud to say that every one of those commitments has either been fully delivered or is in progress.

We have been successful in achieving constitutional change so we can appoint independent directors to our board, to bolster our strategic decision making capacity. We have implemented a new risk management framework and launched our new strategic planning program to help catapult the sector into its next stage of growth. We have dramatically increased our media profile, even sharing a podium with the then-premier Dominic Perrottet before a full press pack, and we've continued to represent the interests of the produce sector on a huge range of boards, working groups and committees.

These and other outcomes are important because they help us advocate for the right policy settings and get the attention of government decision makers. But for members focused on the day to day of operating their businesses, there are more practical projects we have implemented which are about making their work easier, simpler, more sustainable and hopefully more rewarding.

This includes the major upgrade to our gas bowsters, with all-weather canopies on the way soon. We have also been developing a program of work that will address the lack of youth, skilled labour, labour shortages and career pathway issues in our industry, which we will be looking to launch later this year.

One of the most important things we have done is support members and industry as the Hort Code has been implemented, including workshops, one on one advice and a close collaboration with the leading systems provider to develop an upgrade that will make compliance much easier to validate.

Freshmark also supported Sydney Markets Foundation to deliver an incredible gala event which brought our industry together and raised money for important causes such as the Sydney Children's Hospitals Foundation

It's been an incredibly challenging year in many respects, but as always, our community has pulled together in a way that just doesn't happen in other industries. Freshmark is proud to support our members and looks forward to doing even more, even better.



Sydney Markets at Dusk

Meegan George CEO Freshmark and former NSW Premier Dominic Perrottet; Photo credit Toby Zerna/Office of the NSW Premier



Above: Wayne Wigham, recently visited the New England region in NSW to speak to Australian Men's Shed Association in Tamworth, Armidale and Glen Innes
Top Right: 2022 Cherry Auction winner Robert Lo from Pro Brothers Providers and his wife, Brad Latham (CEO Sydney Markets Limited), Fiona Hall from Bite Riot, Meegan George (CEO Freshmark and Sydney Markets Foundation), Carlo Trimboli (Chairperson Freshmark and Sydney Markets Foundation), Dr Richard Mitchell (Sydney Children's Hospitals Foundation) and John Pearson (former Chairperson SML) Right: Cherry King, Robert Lo of Pro Brothers Providers.



Another year of doing good for Sydney Markets Foundation

Sydney Markets Foundation has had a successful year, supporting great causes with the help of the tight-knit and extremely generous fresh produce sector.

One of the most exciting events was our charity gala dinner – which was an incredible success in every sense. A highlight of the gala was the first ever offsite cherry auction, which raised \$80,000 for the Sydney Children's Hospitals Foundation, with \$60,000 from the winning bidder Pro Bros Providers and \$20,000 from Sydney Markets Credit Services. This donation will help more than 30 sick kids enter SCHF's oncology trials.

We were also able to support the Black Dog Institute this year, handing over \$21,000 from an online fund-raising activity that replaced the 2021 Cherry Auction. This grant was specially made to fund rural mental health programs, and we know the work of the Black Dog Institute will have made a genuine difference in regional communities, where they delivered programs in partnership with Active Farms to help build resilience and break down the stigma around depression.

As we look to the year ahead, we are building our strategy to position the Foundation for a sustainable future. We were fortunate to have been included in a Macquarie University program, with a group of final year students developing a business model for growth. The Board has adopted some of the plan's elements into our strategic program, and we were excited to learn recently that student team won a special prize from the University for their work.





Wholesaler Directory



Scalzi Produce

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TC Luong

Charlie Luong
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The Fresh Fruit for You Produce Co

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United Fresh

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unitedfresh@bigpond.com

Zerella Fresh

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MARKET WEST**4 Ways Fresh**

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5 A Day Fresh Produce

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Allstates Fruit and Veg Merchants

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Australian Produce Brokers

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Bullfrog International

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