



Sydney Markets on the Lookout for Food and Lifestyle Bloggers

Sydney, 18 January 2017 – Sydney Markets is calling on Australian food and lifestyle bloggers with a penchant for fresh produce and flowers to enter the 2017 Blogger Awards. The bloggers with the best stories about a local greengrocer and florist will win an impressive prize package worth \$3,000.

Forming part of the Fresh Awards, the Blogger Awards acknowledge the contributions of the blogging community in drawing attention to, and encouraging support of independent fresh fruit, vegetable and flower retailers in NSW and the ACT. There are two Blogger Awards categories – Best Greengrocer Story and Best Florist Story, recognising bloggers who have created insightful and interesting stories about an independent greengrocer and/or florist, highlighting the seasonal fresh produce and flowers that they work with.

Entries will be judged by a panel of highly regarded independent judges, which last year included Lyndey Milan, Liz Posmyk, Edwina Bartholomew and Robyn Foyster. The winning blogs will be announced at the prestigious Fresh Awards event to be held in July 2017, with the winner of each category receiving:

- \$1,000 cash
- \$1,000 worth of fresh produce or flowers over 12 months
- A Smeg stand mixer valued at \$799
- A paid commission to write two stories to be published by Sydney Markets
- Publication of the winning blogs on the [Carousel](#) website

To qualify for the 2017 awards, blog posts entered must be about a NSW or ACT based independent greengrocer or florist, and have been published on a personal blog between 30 July 2016 and 31 March 2017.

Further information and entry conditions

freshawards.com.au/fresh-awards/blogger-awards/about.html

Submit an entry online

freshawards.com.au/fresh-awards/blogger-awards/register/blogger-entry-form.html

ENTRIES CLOSE FRIDAY 31 MARCH 2017



About the Fresh Awards

The Fresh Awards is Sydney Markets' awards program recognising excellence and innovation in fresh produce and flower retailing, growing. The awards represent Sydney Markets' commitment to supporting the independent retailers and local growers who are an integral part of the Markets and the industry.

About Sydney Markets:

Sydney Markets, which has been running since 1788, is a world leader in fresh produce, central market operations and community market management.

The local workforce of 5,000 work tirelessly to ensure 2.5 million tonnes of fresh fruit and vegetables are sold annually through Sydney Markets

Sydney Markets is the vital link of Australia's horticultural supply chain. Produce is received from approximately 20,000 growers Australia-wide with the wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.