



**February 2020**

**SYDNEY MARKETS IS ON THE HUNT FOR THE FRESHEST CONTENT CREATOR**

*Sydney Markets' [Fresh Awards](#) introduces new a content category in 2020*

Sydney Markets has announced a brand new category to its annual Fresh Awards, the Fresh Content Award. Now in its sixth year, the highly anticipated Sydney Markets Fresh Awards recognises best practice and innovations within the fresh produce and flower industries across NSW and ACT.

Replacing the Blogger of the Year Award, the new Fresh Content Award broadens the category's reach inviting bloggers, storytellers, social media and content creating individuals or teams who produce captivating content about fresh flowers, fruit or vegetables to enter. The winner will be announced at the Awards Ceremony in July taking home \$3,500 worth of prizes along with the accolade of the freshest content in the business.

The Fresh Content Award prize pool includes:

- \$1,500 cash prize
- \$1,200 worth of fresh produce or flowers over 12 months
- An \$800 SMEG appliance package
- The winner will be promoted across Sydney Markets' various social media channels and on the Sydney Markets Fresh Awards website
- A winner's trophy and Fresh Awards winners logo
- The opportunity to work with Sydney Markets on commissioned stories and projects

Entries will be assessed by an independent judging panel including last year's Blogger of the Year winner, Sonali Ghosh of Sugar et al.

"Being crowned the 2019 Blogger of the Year was a turning point for my business. The industry recognition that comes with a Fresh Award win helped me grow Sugar et al exponentially," said Sonali.

Submissions will be critiqued on originality (25%), information (25%), expression (25%) and visual composition (25%). Entries are now open for submission via the [Fresh Awards website](#), closing on 17 April, 2020 at 5pm.

Sydney Markets' Fresh Awards also recognise Greengrocers, Produce Growers, Flower Growers and Wholesalers in categories including Best Small, Medium and Large Businesses; Service; Knowledge and Retail Presentation. Businesses are evaluated via an in-depth mystery shopping program and industry assessment. They are judged on everything from produce quality and freshness, customer service and industry knowledge, as well as their store appearance and innovative approaches.



Brad Latham, CEO of Sydney support and celebrate the work of growers, wholesalers and now content creators through the Fresh Awards.

Markets said the Markets is proud to NSW and ACT based greengrocers, florists,

“These businesses work tirelessly to provide their customers and communities with fresh, locally sourced produce and they deserve to be recognised for their excellence,” Mr Latham said.

“The new Fresh Content Award allows us to also recognise talent within the booming online community and the support and contribution they make to local businesses and the fresh produce industry.”

Sydney Markets is home to the Sydney Produce Market, Sydney Flower Market and Sydney Growers Market. Supplied by over 20,000 local and interstate growers, more than 700 businesses call the Sydney Markets home, selling fresh fruit, vegetables and cut flowers to florists, fruit retailers and consumers.

**For further information about the 2020 Fresh Awards and entry criteria, visit [www.freshawards.com.au](http://www.freshawards.com.au)**