



## Sydney Markets Crowns Winners of the 2016 Fresh Awards

**Sydney, 21<sup>st</sup> July 2016-** Sydney Markets revealed the winners of the 2016 Fresh Awards at a gala function at the Museum of Contemporary Art in Sydney on Wednesday 20 July. From the 60 finalists vying for the Fresh Awards, 15 businesses and individuals from the Greengrocer, Florist, Grower and Blogger sectors walked away with an impressive package of prizes and the honour of holding the winning titles for the next 12 months.

With representation from various sectors, including retailers, growers, wholesalers and bloggers, the event was a whole of industry affair celebrating the achievements of small and medium businesses in the fresh industry in NSW and the ACT. Featuring Chris Bath as Master of Ceremonies, and entertainment by David Campbell, the inaugural event was an industry first, filled with flourish and stunning displays of fresh fruit, vegetables and flowers.

Launched in 2015, the Fresh Awards program recognises excellence and innovation in fresh produce and flower retailing, growing and blogging. The program represents Sydney Markets' commitment to supporting the independent retailers and local growers who are an integral part of the Markets and the industry. Having long acknowledged the efforts of those groups through separate Greengrocer, Florist and Grower of the Year Awards, for the first time, they have been brought together under the Fresh Awards.

Over 500 independent retailers and growers participated in the program, with retailers being evaluated through an intensive mystery shopping program and industry assessment. In another first, the program also includes a new award category for bloggers, extending the accolades outside of the immediate industry to recognise the contributions of the blogging community in drawing attention to, and encouraging support of independent fresh produce and flower retailers.

Greengrocer of the Year Award winner Ken Irvine from Ziggy's Fresh in Fyshwick ACT said, "We are really proud to be going home with this prize. I have worked in fruit and vegetable retailing for 45 years and we as a family are passionate about our business and our industry, so to be awarded Greengrocer of the Year means a great deal. It certainly made the trip up from Canberra all the more worthwhile!"

Brad Latham, Sydney Markets Limited CEO says, "I was honoured to present the winning local businesses with their awards. The award entries are a testament to the high calibre of talent and excellence in the fresh produce industry of NSW and ACT".

"Sydney Markets has a long history of working to develop and grow the fresh produce industry. Recognising and celebrating retail excellence is an essential part of this growth," said Mr Latham.

"As Australia's largest produce market, Sydney Markets has become the benchmark for operational service and quality. Over 20,000 Australian growers supply fresh fruit and vegetables to over two-thirds of the entire Australian population. We strive to educate and nurture our growers, greengrocers, florists and customers," said Mr Latham.

For more information about the Fresh Awards visit: <http://freshawards.com.au/>



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**FULL LIST OF AWARD WINNERS**

**GREENGROCER AWARDS**

**Best Small Business**

*Figtree Greengrocer, Lane Cove West NSW*

**Best Medium Business**

*Ziggy's Fresh, Fyshwick ACT*

**Best Large Business**

*Fruitezy Marketplace, Miranda NSW*

**Service Excellence**

*Farmer Feld's Fresh Produce, Goulburn NSW*

**Retail Presentation**

*Parisi's Food Hall, Rose Bay NSW*

**Knowledge in Action**

*Martelli's Fruit Market, Cherrybrook NSW*

**FLORIST AWARDS**

**Service Excellence**

*Bella Floral Boutique, Morisset NSW*

**Retail Presentation**

*The Flower Room, Newtown NSW*

**Knowledge in Action**

*Native Botanical, Young NSW*

**PRODUCE GROWER OF THE YEAR**

*Goldenfield Growers, Wallacia NSW*

**FLOWER GROWER OF THE YEAR**

*S & P Dominello, Peats Ridge NSW*

**BLOGGER AWARDS**

**Best Greengrocer Story**

*Anna Johnston, shenANNAgans*

**Best Florist Story**

*Lisa Tilse, We Are Scout*



**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.

**For more information, interviews or images, please contact**

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