

# FMA supports tradeshow

## WHOLESALE MARKETS

FRESH Markets Australia (FMA) and the Central Markets Association of Australia (CMAA) will for the fourth time be a co-host of Hort Connections 2021 and be naming rights sponsor of the Hort Connections Tradeshow.

This collaboration is again under the banner of "Australia's Fresh Produce Markets".

Collectively the tradeshow exhibit represents the owner/managers of the land and infrastructure that make up Australia's Fresh Produce Markets and the wholesalers and associated businesses who are their tenants and trade in or associated with the wholesale of fresh produce.

Australia's Fresh Produce Markets (the central markets) located in Brisbane, Newcastle, Sydney, Melbourne, Adelaide and Perth play an essential role in the national horticulture supply chain, ensuring produce gets from growers and/or wholesalers to supermarkets, greengrocers, restaurants, cafes, export operators and



**VITAL:** The central markets system provides a critical role in the supply of fresh fruit and vegetables to Australia.

other food service providers in an efficient and cost-effective manner, supplying more than four million tonnes of fresh produce each year, worth an estimated wholesale value of more than \$7

billion.

It supports the central market system to be the preferred choice of customers and potential customers seeking the best means of marketing, distributing or

acquiring fruit and vegetables in Australia.

Central markets act as a one-stop shop for all lines of fresh fruit and vegetables, offer a large customer base at one location, provide an

orderly and open trading system, create an ideal place to develop business contacts and relationships, provide access to credit services, marketing, warehousing, cool-rooms and unloading services and provide access to suppliers, industry organisations and quality assurance programs.

FMA chairman, Shane Schnitzler said without properly functioning central wholesale markets, Australia's fresh fruit and vegetable supply chain would collapse.

For the first time this year, wholesalers from all capital city central markets will be exhibiting within the Australia's Fresh Produce Markets stand which spans more than 300 sq metres.

In addition to the wholesaler and central markets displays there are other important things to see when visitors make their way to the stand.

FreshTest, an FMA initiative is the largest and most comprehensive testing program in Australian horticulture and is the preferred verification testing option for

food safety systems across the supply chain.

The national coordinator will be on hand to talk with delegates and answer any questions about this program developed by industry for industry.

Delegates will also be able to talk to the team from the national retail program, "A better choice" and find out more about this important central markets initiative.

The latest consumer campaign is a finalist in the PMA-Produce Plus Marketer of the Year Award 2021.

Toyota Material Handling is an important partner and as such will showcase forklifts that are vital for the horticulture industry.

The involvement with Hort Connections reaches beyond the four walls of the tradeshow and kicks off with a tour of the Brisbane Markets trading floor and state of the art warehouse facility.

The FMA team looks forward to seeing guests at the Australia's Fresh Produce Markets tradeshow stand at Hort Connections 2021.

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