

## Federal Government Pumps \$3.5 Million Into Australian Homegrown



The Australian Government announced a further \$3.5 million commitment in the 2005/06 Federal Budget for Australian HomeGrown.

The Federal Government funding, to be matched by industry contributions, will ensure the new food labelling program is rolled out into Australian supermarkets this year - allowing shoppers to distinguish between Australian and imported products.

Australian Government Minister for Agriculture, Fisheries and Forestry Warren Truss said, "I encourage Australian food processors,

manufacturers and retailers to take advantage of this opportunity and join the Australian HomeGrown campaign".

"Local consumers have shown that they want country-of-origin labelling on fresh produce, so that they can identify locally grown produce and support local farmers at the checkout."

The marketing objective of Australian HomeGrown is to create a logo that is instantly recognised by 90 per cent of consumers as representing 100 per cent Australian grown produce and is capable of developing a preference to purchase Australian food by December 2006.



## Harvest Fresh New Facility

Last month FoodWorks CEO Peter Noble officiated at the opening of a new fruit and vegetable warehouse complex opened by Harvest Fresh at Melbourne Markets.

Jack De Stefano and his family proudly showed a crowd of independent retailer customers and industry representatives through this new and improved warehouse that boasts a huge coldroom system to completely house the supply chain from delivery, storage and despatch.

The 500 pallet coolroom ensures the quality of all produce handled by the company, along with a ripening room and a pre packaging area.

Pre packaged fresh produce is quite possibly the next big revolution we are likely to see as the market accepts more packaged salads. It is only natural all other items will soon be available. This form of marketing is ideal for small retailers as it helps preserve quality by locking out the store environment.

The company has been servicing independent retailers since the early 1990's and this development will ensure the business can meet the growth it is experiencing, as more independents buy from this family company offering the best of personal service.

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## Harvest Fresh

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