AFFCO World Class Workshop 2011

Poh Len Pek
Australian Fresh Fruit Company Pty Ltd (AFFCO)

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FINAL REPORT
Prepared for Horticulture Australia Ltd

MT10020

AFFCO World Class Workshop 2011

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Australian Fresh Fruit Company Pty Ltd

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Purpose of this report
To provide a report to Horticulture Australia Limited on the outcome of the project AFFCO World Class Workshop 2011

Acknowledgements
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Horticulture Australia and the Australian Fresh Fruit Company Pty Ltd

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Media Summary

The AFFCO World Class Workshop 2011 took place from 8 to 10 June 2011 in Brisbane and was a component of the Fresh Connections 2011 conference.

Fresh Connections 2011 was a joint conference combining the resources and member bases of three national organisations – AFFCO¹, PMA Australia- New Zealand² and The Australian Chamber³.

AFFCO’s collaboration with PMA Australia-New Zealand has been considered a great success in the industry since their partnership in 2010 to host a similar style of conference - Fresh Event 2010. This ongoing collaboration continues to streamline past areas of duplication and enhance participation, encourage corporate support and send a clear message to the horticultural industry that partnerships are the way forward into the future.

The AFFCO Worldclass Workshop 2011 element of Fresh Connections 2011 consisted of three key components to deliver insights and enhance understanding of strategic issues affecting growers and packers of apples, pears, stone fruit and cherries.

1. Input into Concurrent Sessions held as part of the main conference  
2. Fruit tour on Wednesday 8 June 2011 to the Brisbane Markets  
3. A national roadshow forming part of the communications and outputs of this project.

The theme was ‘Bringing the industry together’ and acknowledged how the industry had managed the process of recovery and the resilience of its people in the face of massive natural disasters over the past year.

The outcome was to demonstrate support for the future of the industry and show the media the bringing together of the entire trans-Tasman fresh produce industry.

Participant response to the AFFCO components was extremely positive with participants gaining further insight into the workings of two leading Australian businesses at the AFFCO Fruit Tour as well as having the opportunity to hear a variety of speakers and case studies in the concurrent workshops. The issue of interest in competing sessions arose but to a much lesser extent than at Fresh Connections 2010 as the program planning limited the concurrent sessions to two short periods of one hour, one each day. Remaining times were filled with general sessions covering topics of high industry relevance and interest, the trade exhibition and the key attendance motivator, networking.

AFFCO recommends that participants reflect on the trends highlighted and business models of the successful companies showcased and consider adopting key aspects in their own business to achieve results.

¹ Australian Fresh Fruit Company is the only membership network of leading commercial deciduous fruit businesses in Australia.  
² PMA Australia-New Zealand is the first stand-alone global affiliate of Produce Marketing Association (PMA) - PMA members are buyers and sellers from every segment of the produce and floral supply chain.  
³ The Australian Chamber of Fruit and Vegetable Industries is the national body representing Australia's fresh fruit and vegetable market wholesalers in Adelaide, Brisbane, Melbourne, Newcastle, Perth and Sydney.
Introduction

AFFCO conducts one World Class Workshop each year as part of a World Class Workshop series aimed at Australian apple, pear, stone fruit and cherry growers, orchard managers and allied members. These workshops have an emphasis on technical exchange, market intelligence, networking, new technologies and business improvement/learning.

Background
The theme for the 2011 World Class Workshop was based on bringing the industry together. In the wake of massive natural disasters it was timely to show support for the people in the affected areas and acknowledge the industry for how it managed the recovery process as well as the resilience of its people. It also highlighted to the media the bringing together of the entire trans-Tasman fresh produce industry which heralds well of the future of the industry.

Much of the focus for the 2011 World Class Workshop was on increasing consumption viewed from various perspectives.

Aim
The aim of the concurrent sessions and the fruit tour was for participants to learn how to look at their business from different viewpoints - how to promote to the consumer, how to do business in Asia, how to deal with disasters, how to utilise 100% of their crops and how to attract talent.

Topics included:
- Tour of the Rocklea Markets and either the fruit or vegetable growing regions near Brisbane
- Food service opportunity
- Utilisation of 100% of the crop
- Opening doors to doing business in Asia
- Packaging for the consumer
- Future crops
- Promotion of fruit and vegetables to the consumer
- Attracting talent to the industry
- Dealing with risk and responding to disasters
- Using market and consumer trends to grow business
- Increasing consumption of fruit and vegetables

Outputs
- Concurrent sessions
- A fruit tour which demonstrated to Australian and International fruit growers
  - the state-of-the-art packing of avocados and custard apples and demonstrated how the growers united a young industry with brave investments into marketing.
  - the response to market trends and seizing the opportunity to develop a business for the future by introducing new species to Australia
- Summary of proceedings
- Publication of workshop outcomes and proceedings in the AFFCO Update
- Summary of highlights on AFFCO website and at a series of AFFCO regional workshops over the following two months
- Information provided to participants from a wide range of suppliers of products, services and technologies
**Anticipated outcomes**
The major outcomes of the project were to assist growers and packers to be as profitable as possible and have sustainable businesses by:

- Understanding market and consumer data:
  - Retail and food service opportunities
  - Impact of packaging on consumer uptake
  - Produce branding
  - Online sales trends
  - Opening doors to export to Asia

- Understanding how to profitably use technology in the following areas:
  - Innovative ways to utilise 100% of the crop
  - Improving productivity
  - Planning
  - Marketing

- Understanding risk and responding to disasters
  - Containing the risk to avoid crisis
  - The importance of planning

**Industry adoption**
1. **Target audience:** Apple, pear, cherry and stone fruit growers, orchard managers, orchard staff and allied supply chain members.

2. **Adoption targets:** Key fruit grower, packer, marketers, Peak Industry Bodies, HAL and influential supply chain partners and advisors

3. **Adoption Strategies:** This was facilitated by creating an informal but interactive forum to convey the information and relevant insights combined with one-on-one discussions with leading growers to consider individual circumstances and needs. Audiences are receptive as they have understand and have come to expect AFFCO to provide valuable and informative events.

4. **Critical success factors or impediments:** Factors include support of participants to attend, a great program which is relevant to all stakeholders, timeliness of workshop and good marketing.
Materials & Methods

The aim was to conduct an outstanding World Class Workshop which motivated growers, packers and marketers of apples, pears, cherries and stone fruit to bring the industry together

The AFFCO World Class Workshop component covered three days. The first day comprised the fruit tours and a tour of Brisbane retailers. The former visited the main produce market in Brisbane (Rocklea Markets) and continued with options to visit leading fruit or vegetable growers close to Brisbane depending on the individual interest of the participant.

The second two days took place with presentations and concurrent sessions as part of Fresh Event 2011 at the Brisbane Convention and Exhibition Centre.

DAY ONE: TOURS & NETWORKING - FRESH EVENT 2011
Several options were available to participants
- Tour of Brisbane retailers
- Tour of Rocklea Markets and leading fruit growers
- Tour of Rocklea Markets and leading vegetable growers

Figure 1: At Rocklea Markets and Orchard Visit

Figure 2: Pinata Marketing: – pineapple packing and strawberry farm

The networking opportunities offered at Fresh Connections 2011 on DAY ONE included an industry culinary challenge presented by Coles and a reception hosted by Chep. The culinary challenge saw involvement from the audience testing their culinary skills and present the resultant dishes.
DAY TWO: FRESH EVENT 2010

The welcome, given by the Hon Joe Ludwig, Minister of Agriculture, Fisheries and Forestry, was followed by the keynote speaker, Lou Jardin of SPAR Australia Ltd who spoke on the importance of independent retailers in today's competitive retail environment. From a supermarket perspective fresh produce sets the tone of the store, demonstrating care and creating a fresh vibrancy to the store. Social responsibility as well as profitability drives supermarkets to educate consumers to incorporate more fresh produce in their diets and to do so it will be increasingly important to work with and partner with communicates, growers/farmers and wholesalers.
Market and consumer trends data was presented from two perspectives – Michael Locke from Nielsen's and Martin Kneebone from Freshlogic. The latter cited trends including organic, buying local, free range, smaller portion sizes, emerging channels such as Aussie Farmers Direct and Costco, technology touch screens and online sales. The research data presented highlights opportunities and areas to address especially for increasing consumption of fresh produce.

Joe Cross, from Reboot your Life, presented his plan to increase consumption of fruit and vegetables into our diets with inspirational case studies which highlighted the health benefits and increased vitality that results.
The final presentation for Day 2 before the concurrent sessions, titled What can be done by retailers to get their customers to increase fresh produce consumption?, was given by Greg Foran, Director Supermarkets, Liquor and Petrol, Woolworths, who focused on Woolworths' ongoing multi-faceted program to reduce their eco footprint and the results to date.

Concurrent Sessions:
Topic: How big an opportunity is Food Service?
Topic: Finding ways to utilise 100% of the crop
Topic: Opening doors to doing business in Asia
Topic: Using fresh produce packaging as a consumer billboard

Trade Show
AFFCO had a trade stand along with 47 exhibitors, which included some AFFCO members, covering all sectors of the horticultural supply chain.

![Figure 7: AFFCO Trade Stand](image)

<table>
<thead>
<tr>
<th>Trade Exhibitors</th>
<th>AFFCO</th>
<th>EE Muir &amp; Sons/Campbells</th>
<th>Perfection Fresh</th>
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<td>Agrofresh</td>
<td>Fresh Produce Group</td>
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<td>Albury Enviro Bags</td>
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<td>Almond Board</td>
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<td>Amcor</td>
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<td>Produce Marketing Australia (US Cranberries)</td>
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<td>WMAA (Compost for soil)</td>
<td>The Banner Lady</td>
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<td>Viscount Plastics</td>
<td>Tacca Industries</td>
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<td>WMAA (Compost for soil)</td>
<td>The Banner Lady</td>
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Figure 8: Trade stands including AFFCO sponsors and members – Montague Fresh, Holman, J-Tech Systems and Visy
Networking
The networking opportunities to assist in bringing the industry together at Fresh Connections 2011 on DAY TWO included the Trade Show, coffee breaks, Young Professionals Reception and the Gala Dinner.

Figure 9: Networking at the Trade Show

Figure 10: Networking during a coffee break
Figure 11: Poh Len Pek, CEO, AFFCO addressing the Young Professionals Reception

Figure 12: Gala dinner attended by over 450 participants
DAY THREE : FRESH EVENT 2011

The final day commenced with a presentation from Maggie Beer on taste, being the key to increasing consumption of fruit and vegetables. After the concurrent sessions (see below), Greg Davis, General Manager - Fresh Produce, Coles presented his views on how critical fresh produce is to the retailer. As well as being the strategic and tactical battleground for supermarkets, the insights included consumers wanting to know WHO grows their food (and this is evidenced by the growth in growers markets), getting back to food/meals as social interaction for families and the need to supply recipes to build loyalty. Interestingly, he mentioned that the costs involved in providing fresh produce for market are not understood by Coles.

The final presentation was from Bryan Silbermann, President and CEO of PMA, USA who spoke about re-imagining the consumer as a means to position your business for the future. The consumer of the future is very different as they have grown up in the digital world. Rather than market to them, you will need to connect with them to be successful.

Concurrent sessions:
Topic: Future fruit and vegetable crops to feed the world
Topic: The future of promoting F&V to the consumer
Topic: Where to from here in the quest to attract talent?
Topic: Dealing with risk and responding to disasters

Networking
Again the trade show and coffee breaks provided excellent opportunities to meet old contacts, make new ones and share experiences.
Results

From the post-event online survey completed by participants, the results showed a wide spread of participant segment and role, participant age and participant business size. See Figures 13-16 below.

AFFCO efforts to increase the representation of growers at the 2011 event were successful as seen by an increase in growers to 26.2% from 21.7% in 2010.

Figure 13: Good spread and weight of representation

Figure 14: High volume of CEO / Owner / Partner / MD /Director
There was a significant change in spread of age groups with an overall increase in younger age group participants attending. Compared with the 2010, participants < 25 years doubled from 3.1% to 6.4% and participants aged 25-35 increased from 13.2% to 21.4%. Those in the groups 36-45 and 46-60 remained steady but participants aged over 61 dropped from 14.0% to 4.8%.

**Figure 15: Significant number of young participants**

There was little change seen from 2010 to 2011 in terms of business size represented, other than businesses over $100 million representing 24% in 2011 up from 19% in 2010. However the proportion of Not Applicable rose from 10% in 2010 to 25% in 2011.

**Figure 16: Widespread of businesses represented**
The highest reason for attending Fresh Connections 2011 is seen as networking and the event, focused on bringing the industry together was successful in providing a variety of very well-attended functions to meet this need.

![Reasons for attending Fresh Connections 2011](image)

*Figure 17: Networking presents as a strong motivator for participation*

Results from an online survey conducted following the event showed that 59% of participants found the Trade Exhibition to be valuable or very valuable which is an outstanding result. This is borne out by the high volume of participants who attended the Trade Exhibition for considerable periods of time of up to 4 hours.

![Number of hours spent at Trade Show Day 1 and Day 2](image)

*Figure 18: Significant times spent at the trade show/networking on both Days 1 and 2*
Just over 63% of participants found the AFFCO Fruit Tour to be valuable or very valuable. Verbal feedback on the day indicated that participants found the day really informative but it is not possible to see whether these participants completed the online survey to substantiate the anecdotal results.

**Session Ratings:**

Participants rated each of the four main components of the Fresh Connections 2011 Event. As a combined rating of valuable and very valuable the sessions rated as follows:

<table>
<thead>
<tr>
<th>Session Type</th>
<th>2011 Combined Rating</th>
<th>2010 Combined Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>79.1%</td>
<td>65.2%</td>
</tr>
<tr>
<td>Concurrent</td>
<td>75.4%</td>
<td>81.6%</td>
</tr>
<tr>
<td>Trade Exhibition</td>
<td>59.5%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Industry Tour</td>
<td>63.3% (incl Retail Tour) (76% participants did not attend)</td>
<td>35.3% (excl Retail Tour)</td>
</tr>
</tbody>
</table>

It is encouraging to note that the rating of the General Sessions has come into line with the Concurrent Sessions with the disparity reduced to less than 4% in 2011 compared with just over 15% in 2010 indicating that feedback from the 2010 participant survey was fed back into the programming for 2011.

**Feedback from participants:**

- More panel forums or workshops for interactivity, if not Q&A times with presenters
- Young professionals’ reception a great initiative
- More focus on getting a grower stream and looking at other market segments like organics
- Repeat the concurrent sessions so we can attend, they were more solutions-based and so more useful
- 20% better than last time which was good
- I left with more enthusiasm and drive to keep changing our business
- We would like to hear more about some of the innovative companies’ stories on the way to success
- The networking – it was invaluable
- Short topical sessions were excellent.
- Keep building on the strengths of this year’s, have follow up sessions – a year from now and a snapshot of what take home lessons attendees have stuck to or change that has happened.
Discussion

Overall the value derived from all components of the 2011 Fresh Connections Event was high.

The ratings for the Industry tour were measured differently from 2010, in which the Fruit Tour was rated separately from the Retail Tour. Notwithstanding, just over 66% of 2011 attendees, whose, rated the Industry Tour as valuable or very valuable.

The numbers of participants attending the Fruit Tour were relatively low and this may have been due to inadequate promotion as well as timing. This year, the Fruit Tour was held prior to opening the conference as a reaction to running the tour in 2010 on the Saturday of a long weekend and at the end of a long conference.

The concurrent sessions rated similarly to the general sessions indicating a more balanced or mindful approach than in 2010 to the programming for a wide audience. The value derived by participants was enhanced.

The addition of the Australian Chamber of Fruit and Vegetable Industries to the successful 2010 partnership of two well-regarded industry membership organisations, AFFCO and PMA Aus-NZ, proved very successful. This platform should continue to leverage membership, knowledge and expertise for future collaborations.

Technology Transfer

The AFFCO Worldclass Workshop and Expo 2011 components of Fresh Event 2011 were advertised to our target audience and outcomes published through a number of avenues:

1. Editorials in the following industry magazines:
   - January 2011  Good Fruit & Vegetable
   - February 2011  Good Fruit & Vegetable
   - March 2011  Tree Fruit
   - March 2011  Good Fruit & Vegetable
   - March 2011  Grower Magazine
   - March 2011  Asia Fruit
   - April 2011  Good Fruit & Vegetable
   - May 2011  Grower Magazine
   - May 2011  Asia Fruit
   - July 2011  Good Fruit & Vegetable

2. Emails through the AFFCO database
3. Word of mouth
4. Media Releases to all rural newspapers
5. E newsletters such as Fresh Plaza
6. Fruit Tour high-level discussions
7. Personal dissemination at grower discussions/meetings – Gippsland x2, Melbourne, Shepparton, Adelaide (at National Apple and Pear Conference).
8. AFFCO Update (see attachment) to over 1700 recipients
Conclusion and Recommendations

The aim was to conduct an outstanding World Class Workshop which brought together motivated growers, packers and marketers of apples, pears, cherries and stone fruit to think about their business and position them for future success.

The aim was successfully achieved with the following key outcomes:

- Attendance of growers increased making the spread of industry types more even
- Participants were given an understanding of the different ways various sectors of the fresh produce industry can partner and work together with the aim of increasing consumption of fruit and vegetables
- Participants were stimulated to view their business from different perspectives and challenged to position for the future as conditions are changing – consumers, international competition, export opportunities, marketing and promotion
- The event met the key attendance motivator in providing innovative ways to facilitate networking with industry colleagues

It is recommended that future workshops:

- provide manual surveys to participants on the day of the event for more feedback and a higher rate of return
- include more interaction with the audience in the form of panel forums/workshops as well as program in time for Q&A for the general session presentations
- consider repeating the concurrent sessions to enable participants to attend more of those of interest to them
- partner with like-minded organisations to further streamline resources and reduce duplication and leverage value provided to members
- continue to build on the success in 2011 from refining the target audience and ensure that the programming addresses the wide audience in relation to content, timing and price for greater participation rates
- promote the industry/AFFCO Fruit Tour more heavily to increase attendance
- gather feedback from exhibitors on the value of the trade exhibition from their perspective

In conclusion the 2011 AFFCO Worldclass Workshop was successful bringing the entire fresh produce industry together with participants being exposed to a wide range of valuable information and insights, new ideas and solutions, gain an understanding of the multi-faceted approach to increasing fruit and vegetable consumption as well as meeting the expressed networking needs of participants.
Appendix 1: Fresh Event 2011 Program

CONFERENCE PROGRAM

THURSDAY 9 JUNE AND FRIDAY 10 JUNE

The program will comprise two days of sessions, including plenary and keynote presentations and a number of concurrent sessions.

Wednesday 8 June 2011

9:30-11:00  Tour of outdoor Markets and packing fruit growers

11:00-11:30  Tour of outdoor Markets and packing vegetable growers

2:00-2:30  Tour of indoor Markets and packing vegetable growers

3:00-3:30  Registration

3:30-4:00  Industry outlook challenge

8:30-9:00  Welcome reception

Thursday 9 June 2011

9:30-10:00  Registration

9:00-10:00  Welcome, introduction and official opening

10:00-10:30  Keynote: Hon. Farmers Minister of Agriculture, North and Priority

10:30-11:00  The importance of independent retailers in today’s competitive retail environment

11:00-11:30  Market & Consumer trends data: Using it to grow your business

11:30-12:00  Market & Consumer trends data: Using it to grow your business

12:00-1:30  Morning tea and coffee

1:30-2:00  Incorporating more fruits & vegetables into our diet to improve our health and increase variety

2:00-2:30  Bonding with retailers to get their customers to increase fresh produce consumption

2:30-3:00  Consumer education

3:15-3:45  Group discussion

3:45-4:15  Group discussion

16:00-16:30  Young professionals in action (motion only)

16:30-17:00  Young professionals in action (motion only)

17:00-17:30  Young professionals in action (motion only)

17:30-18:00  Conference wrap up

Friday 10 June 2011

8:00-9:00  Registration desk open

9:00-9:30  Welcome & introduction

9:30-10:30  How good does it taste? - the key to increasing consumption of fruit and vegetables

10:30-11:00  Regal Fresh claims their produce

11:00-11:30  Morning tea and coffee

11:30-12:00  Functional attributes

12:00-13:30  Lunch and networking

For up to date speaker and program details please visit the program page on the conference website.

www.freshconnectors2011.com.au
### Appendix 2 – AFFCO Fruit Tour Agenda and Promotional Flyer

**Fresh Connections 2011 - Fruit Tour**

Sponsored by [AgNOVA](http://www.AgNOVA.com.au)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Address</th>
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<tbody>
<tr>
<td>6.30 - 8.30 am</td>
<td>Rocklea Markets Tour</td>
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<tr>
<td>8.30 - 9.40 am</td>
<td>Travel to Glass House Mountains, morning tea on bus</td>
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</table>
| 9.40 – 11.30 am| Natures Fruit Company, Glass House Mountains – packing and marketing of avocados  
|               | Smeardon Enterprises, Glass House Mountains – farm tour of largest plantation of custard apples in Australia, Macadamias and Avocados | 2295 Old Gympie Road, Glass House Mountains       |
| 11.30 am – 12.00 pm | Travel to Wamuran                                                      |                                                   |
| 12.00 – 2.30 pm| Pinata Marketing Tour, Wamuran – strawberries and pineapples in action - picked, harvested and packed plus tour mango trees  
Lunch – either sponsored by [AgNOVA](http://www.AgNOVA.com.au) or supplied by Pinata | Sour Road, Wamuran                                |
| 2.30 pm – 3.40 pm | Travel to Brisbane Convention Centre                                   |                                                   |

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**Market & Fruit Tour**  
**Wednesday 8 June 2011**

6.30 am to 3.00 pm (approx)

Breakfast and light lunch included

Part of Fresh Connections Conference and Trade Show

Brisbane Convention and Exhibitions Centre, 8 - 10 June 2011

**Brisbane Market**
Gain an insiders view of how the Market works and how it has recovered from flood damage

**Avocados**
Get some tips from the packing and marketing of delicious avocados

**Custard Apples**
Tour the largest plantation of custard apples in Australia plus macadamias and avocados

**Strawberries/Pineapples**
Check out strawberries and pineapples as they are picked, harvested and packed plus tour the mango plantation

To register:
T: 03 9320 8684  
E: register@freshconnections2011.com.au
## Appendix 4: Full Delegate List - Fresh Connections 2011

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Name</th>
<th>First Name</th>
<th>Organization</th>
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          Gartrell  Andrew  Great Southern Fresh Produce
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Mr Wilkins  Cameron  Field Fresh
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Mr Francis Andrew Salad Fresh
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Mr Scurr Gavin Pinata Marketing
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Mr Dunk Scott N&A Fruit Distributors
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Mr Skruzny Steven Premier Fruits Group
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Ms Wooley Claire Career Pathways PMA
Ms Boshammer Belinda Career Pathways PMA
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Mr Partridge Terry IGA Fresh
Mr Hockings John IGA Fresh
Mr Dau Johnny IGA Fresh
Mr Walters Brad IGA Fresh
Mr Burley Greg IGA Fresh
Mr Pasani Charlie IGA Fresh
Mr Donavan Gavin IGA Fresh
Mr Hartley Scott IGA Fresh
Mr Brewster Mark Packsys
Mrs Cullen Michelle Retail World
Ms Shield Lesley Fresh Direct /JP Exports
Mr Caia Adrian Doojon Fresh
Mr Lavender Gary Lavender & Sons
Ms Butcher Xanthie Towac Fruit Export Co-op
Mr Harris Tristan Harris Farm Markets
Mr Leigh Gavin Woolworths
Mr Leary Garth Woolworths
Miss Poh Grace Amcor
Ms Thompson Jodee USA Cranberries
Ms Mishra Sam Freshlogic
Mr Evans Matt Freshlogic
Ms Coulter Jodie Freshlogic
Mr Somerville Mike HE Heather & Co
Mrs Lewis Susan Murray Bros
Mr Bell Gavin Amcor
Mr Lathouras George Murray Bros
Mr Lai Kit Multisteps
Royal Flying Doctor Service
Royal Flying Doctor Service
Royal Flying Doctor Service
Royal Flying Doctor Service
Ms West Peta Royal Flying Doctor Service
Ms Broadbent Libby GSK
Mr Kirk Derek Annies of Blenheim
Ms Carniel Leisa Mulgowie Farming Company
Mr Dewing Thomas Mulgowie Farming Company
Mr Darling Andrew Global Fresh NZ
Mr Bird Rodney IGA Fresh
Mr O’Brian Tom IGA Fresh
Mr Stevenson Craig IGA Fresh
Mr Williams Gary IGA Fresh
Mr Wightman John IGA Fresh
Ms Anderson Joy IGA Fresh
Ms Myers Rachael IGA Fresh
Ms Bonwick Tammy IGA Fresh
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Ms Noller Judy Dept of Employment, Economic Development & Innovation
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Mr Gillenkirch Gerd Proud Solutions
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Mr Thomas Clive C.T. Freight
Mr Knight Scott C.T. Freight
Mr Cooper Bob C.T. Freight
Mr Clair Kamaldeep Oz Berries
Mr Byrne Brendan Box & Co
Mr Nunez Gus Bard Valley Medjool Date
Mr Hoare Patrick Lavender & Sons
Mr Casotti Mario Karragullen Coldstorage
Miss kelly Vanessa Moraitis Robberts Nantes CHEP
Mr Adams Erik Amcor
Mr Pitini Joe IGA Fresh
Tripod Farmers
Mr Guardala Robert Fruity Capers and Deli
Mr Camuglia Robert Fruity Capers and Deli
Ms Pain-Thaler Cameron Reboot
Ms Hannon Amie Reboot
Mr Jaksa Tim Scalzo Food Industries
Ms Hingston Jasmine Almond Board of Australia Tripod Farmers
Mr Robson Tom OneHarvest
Mr Pan Peter Healthy N Fresh
Tripod Farmers
Tripod Farmers
Tripod Farmers
Lockyer Produce
Mr Lavender Ryan Lavender & Sons
Mr Foreman Scott Tronics
Mr Morrice Keith Tronics
Mr Jones Troy Reboot
Mr Hoy Dennis Chep
Mr Gaddes Peter Chep
Margetts Jenny P2p Business Solutions
Mr Common Andrew Crasborns
Crasborn Lou Crasborns
Mr Dessaix Steve Bronson Group
Mr Dean Allan Andrew Falcon 2000

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Mr Macauslan Jock Gladland Flowers
Mrs Mackie Melanna
Mr Rossiter Brett Moraitis
Mr Catalano Len Moraitis
Mr Bolandeau Sean QC-Fresh
McIntosh Malcolm Robotic Automation
Mr Salko Tim karragullen coolshare
Mr Ash Darren Marinucci Packaging
Mr Leijer John Australian Produce Group
Mr Hornbuckle Arthur Label Press