

28 November 2006

Media Release

Smart Summer \$pend with fruit and veg now!

The Adelaide Produce Markets, South Australia's wholesale fruit and vegetable market, is pleased to support the summer campaign of Go for 2&5® in South Australia, through its membership with the South Australian Fruit and Vegetable Coalition (SAFVC).

During the early hours of the morning, while most of Adelaide is still asleep, there is a hive of activity at the Adelaide Produce Markets, as wholesales, growers, providores, and retailers, are working very hard to ensure that South Australia is provided with the freshest fruit and vegetables available, to be used for trading each day.

'*Smart Summer \$pend with Fruit and Veg*' is a great initiative to educate consumers of the benefits of buying local and in-season Australian grown, and when available South Australian grown fresh produce.

Consumers are encouraged to speak with their local fruit and vegetable supplier about what's new in their stores over the summer days ahead.

This summer there is no excuse why consumers shouldn't get excited about the array of stonefruits available, as well as summer berries, melons, cherries and the wide variety of vegetables that are perfect for those summer salads we all long for on those hot summer days.

Although this year we have seen droughts, floods, cyclones and unseasonal weather conditions experienced throughout the country, consumers should be rest assured that high quality South Australian and Australian produce will certainly still be available in the months ahead. The fluctuating weather conditions have actually brought about the wonderful stonefruit season two - three weeks earlier than usual.

We are very fortunate to have an abundance of premium fresh produce grown here in Australia, and this summer our local growers will continue working hard to supply and support South Australian consumers with fresh, nutritious produce of a high quality.

Keep your eyes out for the 'Smart Summer \$pend with Fruit and Veg' material available from local fruit and vegetable retailers this Summer.

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