

MEDIA RELEASE

Buy Fresh ... Buy Local....

The Adelaide Produce Markets, located at Pooraka just 20 minutes north of the CBD is South Australia's hub of fresh fruit and vegetables. The Adelaide Produce Markets is a hive of activity while everyone's sleeping to ensure the South Australian public receives the freshest produce daily.

Business and Operations Manager, Rachel Fletcher says "the busy activity of the wholesale market is the meeting place for the states buyers and sellers of fresh produce. It's this central location which offers all buyers from greengrocers, supermarkets and the food service sector the widest range of fresh produce available any where in the state.

Consumers are encouraged to interact with their local fruit and vegetable supplier to ensure they have access to the premium fresh Australian grown produce, and when available South Australian grown.

Build a great relationship with your local supplier; they really care about the fresh produce available to you."

Remember to choose fruit and veg that is in season because it tastes better, the price is better and it has an overall benefit for the environment with less transport and storage requirements.

Keep your eye out for your produce list of What's In Season for Spring at your local fruit and vegetable supplier.

More information:

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Adelaide Produce Markets Limited - South Australian Fruit and Vegetable Coalition Member