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Public Opinion Puts Greengrocers Ahead On Quality

New research shows Aussie shoppers put greengrocers ahead of the bunch when it comes to quality and freshness.

The research of 1,000 Australians commissioned by Sydney Markets reveals that over 90% of main grocery buyers rate their greengrocers highly when it comes to quality, freshness and longevity of fruit and vegetables. Plus when it comes to value for money, greengrocers are also the clear winners with almost 80% of those who shop there saying it's better value for money than their local big chain.

Unsurprisingly, it's convenience that is the driving factor for 75% of Aussies shopping at the supermarket; despite knowing they will sacrifice better quality produce. In fact, 21% of Australians say they frequently take fruit or vegetables home from the supermarket and find them to be bad inside or only last a few days. This compares to only 6% of those surveyed that shop at their local greengrocers.

Not only this, but 25% rated the freshness and longevity at supermarkets as poor compared to only 6% at greengrocers, begging the question of why they continue to shop there.

"It's interesting to see that Aussie shoppers know they can get fresher, better quality at the greengrocers, but the extra time to go to a separate location is making them settle on second-rate produce. In fact the research found that 63% would actually prefer to shop at their local greengrocer, but lack of time and convenience trumps their decision," said Brad Latham, CEO of Sydney Markets Limited.

"Produce available at local greengrocers makes it from farm to shelf in as little as 24 hours. This guarantees freshness and ensures shoppers get the maximum value for money. Independent retailers source produce from the Markets daily and are able to compare, test and taste the produce before it goes out to consumers. " says Mr Latham.

The supermarket dash is clearly leaving Aussie shoppers dissatisfied with the range of produce available, with 13% rating the selection in supermarkets as poor, compared to 94% who score it as good at greengrocers.

Other insights from the research by Sydney Markets found:

- When it comes to cost, research shows the average weekly spend on fresh fruit and vegetables for the household is \$37.70.
- Of those who shop at their local greengrocers, 65% say they offer the best value for good quality fresh fruit and vegetables while only 17% of supermarket shoppers say the same.



- 62% of Australians say fresh fruit and vegetables bought at the greengrocers is fresh produce that lasts, as opposed to only 11% of supermarket shoppers, showing product longevity and value.

“When shoppers visit an independent greengrocer they are exposed to a wider range of produce that includes multiple varieties of varying sizes and eating quality. The produce is fresher than that of the chain stores as their cumbersome logistics are unable to match the efficiency that a small business can achieve.” says Tony Trim of Trim’s Fresh, a local Sydney based greengrocer.

The research also found that loyalty is important despite it not seeming to drive shopper’s decisions, with 75% of Aussies saying it’s important to support their local greengrocer.

“Sydney Markets is dedicated to providing superior produce to Australian consumers with the Markets providing fresh produce to two-thirds of Australia’s population” says Mr Latham.

Independent greengrocers account for over 60% of the purchases from Sydney Markets making them the largest customer group by far.

“Some of these greengrocers are second and third generation and many have worked with the same growers for up to 40 years building a wealth of product knowledge that is passed on, benefitting shoppers“ said Mr Latham.

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For more information, interviews or images, please contact

**Heather-Ann Cody : hcody@webershandwick.com
| 02 9994 4414 | 0449 056 113**

**Laura Beament : lbeament@webershandwick.com
| 02 9994 4485 | 0433 166 620**