



9764 3798

Goldenfruit

www.goldenfruit.com

United in growing the  
fresh produce industry.

**Freshmark**<sup>®</sup>

**FreshCode**

**FreshSpecs**  
PRODUCE SPECIFICATIONS

**FreshTest**  
PRODUCE TESTING

A better  
choice!  
Quality FRESHNESS Service

# There is strength in community.

After more than 100 years of operation, **we know that the independent businesses of the fresh produce sector are the heart of our industry.**

We exist to champion your interests and make it simpler to work in fresh produce. Whether that's through reducing your input costs or simplifying compliance and regulatory burdens, we're in it for the long haul.



## Your united voice.

Speaking up for the fresh produce industry to influence the decision making of government and other organisations that shape our future.



## Reducing costs.

Reducing the cost of doing business with high-quality, relevant products and services which are offered to members at a discounted rate.



## Simplifying operations.

Supporting compliance with access to industry leading food safety and quality assurance certification programs.



## For the long haul.

Delivering programs that strengthen and grow the fresh produce supply chain and champion a vibrant central markets system.



**“Whether you’re a wholesaler, retailer or operate in other areas of the supply chain, a Freshmark membership is your commitment to a thriving fresh produce industry.”**


**Meegan George**

CEO, Freshmark

# Save money.

When you buy through Freshmark – anything from LPG Gas to FreshTest® or market leading mobile phone plans and office equipment – everyone benefits from our increased buying power and efficient service delivery.

Our member discounts include:

	<b>LPG Gas</b> – onsite at the markets, operating 24/7 with centralised invoicing and billing.	<b>9c per litre on bowser price</b>
	<b>FreshTest®</b> – nationally accredited, industry leading, quality assurance program offering low-cost MRL (chemical residue), microbial and heavy metal testing for verification of food safety and compliance with quality assurance systems.	<b>Up to 20% off</b>
	<b>Telstra Mobile</b> – business phone plans at competitive rates for you or your team.	<b>25% off</b>
	<b>Officeworks</b> – range of discounted products through Freshmark's 'customer group' member pricing.	<b>10% off</b>
	<b>Merchant Facility*</b> – to reduce your payment processing costs on all transactions.	<b>Up to 20% off</b> *Coming Soon
	<b>Function &amp; Meeting Room Hire</b> – our Boardroom is available to be booked by members free of charge and features full large format video conferencing facilities. Onsite at Sydney Markets Plaza, Flemington.	<b>Free</b> valued at \$80 / hour

# Reduce compliance and staffing headaches.

We know how hard it is to manage compliance while running a complex business and keeping on top of staffing and HR issues.

Our members have complimentary access to Human Resources, Industrial Relations and Audit Support services, including:

	<b>HR &amp; IR Advice and Documentation</b> – access to HR and IR document templates as well as highly skilled specialists on industrial, legal and professional issues through Freshmark's membership of the Australian Federation of Employers & Industries (AFEI), which could cost you up to \$400 per hour for access to similar services.	<b>Free</b> valued at \$3,500+ / year
	<b>HPA Audit Support</b> – hands-on work from our CEO to support the following: <ul style="list-style-type: none"><li>• Guidance on how Horticulture Code of Conduct can be implemented into your business.</li><li>• HPA documentation health check, including review of sample grower files.</li><li>• Assistance with ACCC Audits.</li></ul>	<b>Free</b> valued at \$400 / hour





# Strengthening our industry.

We also work directly with the peak industry body Fresh Markets Australia to invest in sector development initiatives that strengthen and grow the fresh produce sector.



**'A Better Choice!'** national retail program promoting the central markets system and independent fruit and veg shops in NSW, with the goal of increasing the volume of produce sold in greengrocers.



**FreshCode®** - regulates trade between growers and traders to deliver fair and equitable dispute resolution and stable trading relationships.



**FreshSpecs®** - provides consistent appearance criteria for fruit and vegetables.



**FreshTest®** - the largest and most comprehensive testing program in Australian Horticulture to provide low cost MRL (chemical residue) and microbial testing for Wholesalers and their Growers in Australia's Central Markets.

## Join us.

To find out how Freshmark membership can benefit your business, get in touch today.

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