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PRODUCE
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Media Release

Putting local products first! Adelaide Produce Market partners with *Buy SA* campaign

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The Adelaide Produce Market has developed a formal partnership with Advantage SA's *Buy South Australian* campaign to encourage shoppers to buy local fresh produce from locally owned and operated businesses, such as greengrocers, Foodland supermarkets and IGA stores.

"With both organisations working towards a common goal, it made sense for us to form a partnership and support each other and gain leverage off our own respective campaigns," Adelaide Produce Market CEO Angelo Demasi said.

Supported by the Government of South Australia, Advantage SA's *Buy South Australian* campaign encourages consumers to support South Australian producers, growers and manufacturers by purchasing products made in the State. The *Buy SA* logo assists consumers identify which products are in fact truly South Australian.

The Adelaide Produce Market's *Burst of Freshness* campaign encourages consumers to buy their fresh fruit and vegetables through the independent South Australian retail sector, including all greengrocers, Foodland supermarkets and IGA stores. The television campaign, fronted by 2010 *MasterChef* finalist and local foodie Callum Hann, promotes easy healthy in-season recipes that are available in participating retail stores.

"When shoppers buy something truly South Australian, including local fruit and vegetables from locally owned stores, we advantage our State's economy and ensure its long term survival," Advantage SA Karen Raffan said.

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