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PRODUCE  
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## Media Release

### Adelaide Produce Market partners with Foodbank SA to feed South Australia's less fortunate

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After supplying The Salvation Army for the past 100 years, merchants at the Adelaide Produce Market will partner with Foodbank tomorrow in launching a new initiative to feed South Australia's less fortunate.

The Adelaide Produce Market is the centre for marketing and distribution of fresh fruit and vegetables in Adelaide, supplying greengrocers, supermarkets, food service providers and exporters. Over 185,000 tonnes of fresh produce passes through the system each year, however some fresh produce is either not quite to customer's specifications, or is left unsold due to a temporary oversupply in the market.

Adelaide Produce Market Chief Executive Officer described the new initiative as a "win-win" situation whereby merchants can donate stock daily in purpose-built storage bins located at the Market. "This initiative will see people in need getting healthy nutritious fresh fruit and vegetables and our participating merchants are easily spared the hassle of dealing with surplus stock each morning after trading", Mr Demasi said.

Support for the partnership was echoed by The South Australian Chamber of Fruit and Vegetable Industries President, Rick Schirripa. "Through our collective efforts, we endeavor to provide some basic nutrition to those less fortunate in our community," Mr Schirripa said.

"We aim to feed over 120,000 struggling South Australians, including 72,000 children, every year with nutritious fruit and vegetables. These will be distributed through various agencies that run school breakfasts, emergency food relief programs and other similar programs catered for helping people on a low income or disadvantage", Foodbank SA Chief Executive Officer Richard Pagliaro said.

The program is further supported by Chep, APML Equipment Management, InLine Logistics and The Salvation Army.

#### Media enquiries:

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