



[Marketfresh.com.au - Fruit & Vegetable Retailers listing](http://Marketfresh.com.au)

Launched in November 2005 marketfresh.com.au is your complete online guide to fresh produce incorporating an A-Z of fruit and vegetables, extensive recipe guide, buying tips, information on organics and biodynamics, retail market information and a children's section.

Fruit and Vegetable Retailers have the opportunity of advertising and promoting their business on this website. For further details contact MMA on 9258 6100.

Fruit and Vegetable Retail Development Program

High priority is given to maintaining service to fruit and vegetable retailers and other wholesale buyers, independent retailers, small chains and franchise outlets through the Fresh Daily Retail Development Program.

The Retail Development Program delivers ongoing promotional support to over 600 Melbourne Markets retailers. Support provided includes promotions assistance, business support and assistance with food safety and quality assurance as well as point of sale materials and customer competitions.

A mystery shopping program has been implemented involving independent assessment of all participating shops to select monthly retail awards culminating in the now prestigious "Retailer of the Year" Awards.

Fruit and Vegetable Retailer of the Year Awards

A key component of the Fresh Daily Retail Development Program is a regular mystery shopping program. The program identifies excellence in fruit and vegetable retailing across the state. Each month, utilising the results from this program and other criteria a registered Melbourne Markets retailer is selected as a retailer of the Month. This culminates in the prestigious Retailer of the Year Awards, divided into the Metropolitan and Regional areas of Victoria - Award winners are as follows:

2004-2005

Metropolitan Retailer of the Year: Growers Fresh, Greensborough Plaza, Greensborough
and Regional Retailer of the Year, Lara Fruit Supply, Lara

2003-2004

Metropolitan Retailer of the Year: Signorelli's Fresh Choice, Balwyn and Regional Retailer of the Year, Arnold's Fruit Market, Albury-Wodonga

2002-2003

Metropolitan Retailer of the Year: La Manna Fresh, Brunswick and Regional Retailer of the Year: Fruits-N-Fare, Benalla

2001-2002

Retailer of the Year: Colonial Fruit Company, Forest Hill and Regional Retailer of the Year: V&R Fruit Market, Geelong West

2000-2001

Retailer of the Year: Napoli's Quality Fruit, Williamstown and Regional Retailer of the Year: Venn's Fruitland, Alexandra

1999-2000

Retailer of the Year: Pursell's Fruit Market, Berwick and Regional Retailer of the Year: Fruitworks, Shepparton

1998

Retailer of The Year: Mecca Bros Fruit City Fitzroy North and Regional Retailer of the Year: Ahern's Fruit Market Foster

1997

Retailer of the Year: Sculli Bros Quality Fruit & Vegetables, Greensborough and Regional Retailer of the Year: Wilson's Fruit & Veg, Ballarat

1996

Retailer of the Year: Toscano's Fruit Supply, Kew and Regional Retailer of the Year: Colac Fruit Market, Colac