



**MEDIA RELEASE - 29 SEPTEMBER 2006**

## **Sydney Markets Limited Whips Up Award Winning Fruit and Vegetable Recipes**

On 27<sup>th</sup> September, at the Vittoria Australian Food Media Awards for 2006, Sydney Markets Limited won the prestigious award for Best Recipe Writing in Advertising with their Seasonal Recipe Card Collection, 2005/06.

The awards were judged by the who's who of the Australian Food Media, and this huge accolade acknowledges the quality, consistency and overall high standard of recipes produced by Sydney Markets Limited.

Sydney Markets Seasonal Recipe Cards were recognised for their high content use of fresh fruit and vegetables, ease of preparation and most importantly their focus on encouraging consumers to enjoy a healthy diet. The 16-card collection, released each season, features seasonal Australian grown fresh produce.

"The Recipe Cards are designed to appeal to a wide target audience including adults and children of all ages; in fact four of the sixteen recipes released each season are designed to complement our Fresh For Kids Program", said Sue Dodd, Sydney Markets Retail Manager.

Sue Dodd says, "Encouraging consumers of all ages to increase their consumption of fresh fruit and vegetables has never been more topical and Sydney Markets Limited recognises the importance of a diet rich in fresh produce. Our Seasonal Recipe Cards, exemplify the efforts being made by Sydney Markets Limited, along with our Growers, Wholesalers and Greengrocers, and we are continually working together to promote our wonderful industry".

Brad Latham, CEO of Sydney Markets Limited says "I am proud of this achievement as Sue Dodd's commitment and dedication to her role have seen her Seasonal Recipe Cards grow in popularity year after year, and they are an important tool in our marketing program to continue to strive towards encouraging consumers to eat a diet rich in fresh produce".

Sydney Markets distributes over 1.5 million Recipe Cards annually to Greengrocers who proudly display them and distribute them to customers who snap them up in no time.

Sue Dodd, who is responsible for the production of the Recipe Cards, says "The Recipe Cards are extremely popular. In the 10 years that we have been producing them, many of the recipes have become family favourites that are passed on to family and friends. At least once a week I receive a call from an upset customer who has lost one of our recipes and they are thrilled when I advise them that I can supply them with a new copy. Winning this award is an honour to me personally and I am delighted for my team, who work extremely hard to ensure that we deliver the best possible Recipe Cards every time".

Recipe Cards are available free of charge from quality Independent Greengrocers throughout New South Wales and the ACT, and are published on the Sydney Markets website [www.sydneymarkets.com.au](http://www.sydneymarkets.com.au).

*Sydney Markets Limited owns and operates Australia's largest market and is recognised as a world leader in fresh produce and community market management. Each year, more than 2 million tonnes of fresh fruit and vegetables are sold through the Sydney Markets.*

**For more information, visit our website at [www.sydneymarkets.com.au](http://www.sydneymarkets.com.au) or contact:  
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