

ORANGE PLAYS HOST TO 2012 SYDNEY MARKETS INDUSTRY BRIEFING

The Sydney Markets Limited Board of Directors and Senior Management headed out to the 'Food Basket' of the Central West of NSW on February 21 for the Sydney Markets Industry Briefing.

Sydney Markets Limited (SML) met with Orange-based Industry Associations, Growers and Packing Sheds to discuss the benefits of the Central Market System, and to hear firsthand the concerns and views of all key members working within the produce-growing region.

With conferences previously held at Shepparton, Victoria, (2010) the Innisfail/Tully region of North Queensland (2008) and Griffith, New South Wales, (2007) the aim of these briefings is to create brand awareness, and to gain vital insight and a greater understanding of the overall supply chain.

The Orange Industry Conference, held at Duntryleague Country Club, was lead by Sydney Markets Chairman John Pearson who identified Orange as being "The food basket of the Central West, and a major player in the industry," in terms of the amount of product the region produces.

Following Mr Pearson's address, a presentation was made by Sydney Markets CEO, Brad Latham, which further outlined SML's history and positioning as the "Number one private market in the world", and it's positive impact on Australia's trade and distribution market.

Representing Farmers throughout New South Wales, Peter Darley, Vice President of the NSW Farmers' Association stressed how Orange is still a "major force" in the horticultural industry.

"In Orange alone, there are 14.279 million kilos of apples produced, which is very significant", he said. "There are 41 growers producing that fruit, and even though the amount of growers has reduced, the volume of fruit is still there."



L to R: Shane Chester – Head of Operations, David Whiteman – Nominee Director Warehouses, Bradley Latham – Chief Executive Officer, Joe Leone – J W Kirkwood's Ballaykeane Orchard, David Hynes – Independent Director, Neil Mathews – Nominee Director Retail Markets, Colin Gray – Independent Director, Martin Forster – Head of Site Services, William Lynch – Independent Director, Billy Lee – Nominee Director Growers, John Pearson – Chairman of the Board, Michael Golden – chief financial Officer & Company Secretary, Guy Gaeta – Orchardist, Gerry Daras – Head of special Projects. John Olivieri – Nominee Director Flower Market. David Gartrell – Orchardist

Mr Darley also spoke of his concerns regarding some new developments in the tomato industry, that if put into fruition, may impact the fruit and vegetable-producing Sydney Basin area.

Also in attendance at the conference was The Hon John Cobb MP, Shadow Minister for Agriculture, Food, Security, Fisheries and Forestry and Federal Member for Calare, as well as the Mayor of Orange, Councillor John Davis.

Throughout the day, Sydney Markets Limited also spent time visiting local orchards and Packing Sheds.

The team also stopped by Peter Mortimer's Cellar Door for lunch - in the small rural village of March, where Prime Television interviewed Brad Latham and John Pearson for their nightly news program.