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Sydney Markets Announce Refresh of Greengrocer and Florist Awards

Sydney Markets has announced the launch of the Fresh Awards, its new and improved program of awards recognising various sectors of the fresh produce industry in NSW and the ACT.

The Fresh Awards brings together Sydney Markets' long running retail excellence programs – the Greengrocer and Florist of the Year Awards, as well as the Fruit & Vegetable and Flower Grower of the Year Awards and a number of new categories.

Building on the success of the retailer programs over the last decade, the revised program will continue to be a platform for encouraging and recognising best practice and innovations in fresh produce and flower growing and retailing, as well as showcasing the broader industry. For the first time, the program will also include a new category of awards for blogging, extending the awards outside of Sydney Markets to recognise the contributions of the blogging community in drawing attention to, and encouraging support of independent fresh produce and flower retailers.

“Since the Sydney Markets awards programs began, we have been invested in supporting independent greengrocers and florists to achieve and maintain the highest standards in all aspects of their business, from the quality of the produce they purchase at the markets, through to the end customer’s experience at the checkout.” says Brad Latham, CEO of Sydney Markets Limited.

The programs and awards have previously been run separately. “We have had great success with each of the awards over the last 13 years,” says Sue Dodd, Retail Support Manager at Sydney Markets Limited. “Through them we have been able to shine a light on the efforts and achievements of retailers and growers, but this next evolution gives us the opportunity to bring all those achievements together and really turn it into a celebration of our industry.”

The Fresh Awards will consist of five overarching categories:

- Greengrocer of the Year
- Florist of the Year
- Fruit & Vegetable Grower of the Year
- Flower Grower of the Year
- Blogger Awards

Businesses participating in the Greengrocer and Florists awards will continue to benefit from the accredited mystery shopping program which will form the basis for identifying the winners across the different categories. Multiple mystery shopper visits will be conducted across a 12 month period with businesses being evaluated on a range of measures, such as customer service and product quality. Newly added categories under these awards will also recognise individual efforts at store level.

The Greengrocer of the Year award categories will include:

1. The Greengrocer of the Year



2. The Service Excellence Award
3. The Retail Presentation Award
4. The Knowledge in Action Award
5. The Small Business Fresh Award
6. The Medium Business Fresh Award
7. The Large Business Fresh Award
8. The Employee of Choice Award

The Florist of the Year award categories will include:

1. The Florist of the Year
2. The Service Excellence Award
3. The Retail Presentation Award
4. The Knowledge in Action Award
5. The Employee of Choice Award

Winners will be announced at the inaugural Fresh Awards event in mid-2016. Further details about the awards can be found on the website www.freshawards.com.au.

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For more information, interviews or images, please contact

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