

# Media Release



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## **\$110M investment in the Northern Adelaide Plains Irrigation Scheme expected to help local producers export to the world!**

This morning we were pleased to have the honorable Premier Jay Weatherill, honorable Leon Bignell, Minister for Agriculture, Food and Fisheries, and honorable Ian Hunter, Minister for Water, visit the Australian Produce Collective our export consolidation hub within the South Australian Produce Market.

We welcome the Premier's announcement to invest \$110M in the Northern Adelaide Plains Irrigation Scheme and the industry look forward to working with the State government on the detail in the coming months.

Angelo Demasi, CEO of South Australian Produce Market remarked, "We are hopeful this investment will provide our local growers with much needed, high grade, affordable water which can expand production volumes for export markets".

"Once this project is completed, the South Australian Produce Markets' export division, Australian Produce Collective will work with local growers to export our produce to the world," Mr Demasi said.

### **About the South Australian Produce Market:**

The South Australian Produce Market is South Australia's primary fresh produce wholesale market. Over 250,000 tonnes of fresh produce is traded between our 45 wholesalers, 60 growers and hundreds of retail operators each year, worth an estimated wholesale value of \$590 million.

### **About Australian Produce Collective**

Australian Produce Collective is a subsidiary of South Australian Produce Market, South Australia's primary fresh produce wholesale market. Australian Produce Collective has been formed as the export arm to these operations and is made up of a number of leading growers all committed to exporting the highest quality, fresh produce exclusively through the FRESH PLEASE brand.

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