

THE AUSTRALIAN 

South Australian Produce Market has eyes on exports

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SA Produce Market chief executive Angelo Demasi at the market. Pic Tait Schmaal.

ADELAIDE Produce Market has changed its name to South Australian Produce Market as it looks to grow its exports.

SA Produce Market chief executive Angelo Demasi said its marketing and promotions subsidiary, Market Fresh SA, is looking to recruit two new staff: a marketing and business development manager and a store activation coordinator to manage promotions.

At SA Produce Market, in Pooraka, fresh fruit and vegetables are sold by wholesalers and growers to retailers.

Mr Demasi said a strong focus for the company is growing its exports of products such as apples, pears, lettuce and stone fruit.

“We have set up a business called Australian Produce Collective that will drive export sales out of here to South-East Asia and the world,” he said.

“We are currently working on the business strategy for that and working with companies in China, Japan and Dubai.

“We are in the process of setting up the brand (and) with that we will get more international visitors coming through the market.”

He said Market Fresh SA runs marketing and promotions, including its ‘Pick a Local, Pick SA’ branding, to help drive sales at SA Produce Market.

Market Fresh SA is responsible for things such as multimedia campaigns, in-store cooking and tasting demonstrations and managing the Crunch Bunch mascots — characters which appear at shopping centres, greengrocers and community events to promote healthy eating to children.

Mr Demasi said applicants for the marketing and business development manager role at Market Fresh SA need to be strong communicators.

“They need to think outside the square and be creative and like to work with food,” he said.

“We have changed our name from Adelaide Produce Market to SA Produce Market so they will certainly be driving that brand awareness.

“You are not going to get bored — one day you might be taking to a lot of export people from China and then you are talking to greengrocers about their business.”

He said the store activation coordinator will be responsible for managing promotions and demonstrations.

“You have got an easy product to market which is healthy and fresh,” added Mr Demasi.