



WA Fresh Produce Retailer of the Year Awards

The WA Fresh Produce Retailer of the Year Awards are conducted by the Chamber of Fruit & Vegetable Industries in WA (CFVIWA) and The Perth Market Authority (PMA). Now in their seventh year, the Awards match the best of WA's top fresh fruit and vegetable retailers in a spirit of friendly yet competitive rivalry.

The CFVIWA and the PMA started the awards in 2002 to recognise and reward fresh produce retailers demonstrating excellent customer service and retailing standards.

In 2008 a total of 90 stores and weekend markets nominated to be part of the Awards.

The Award categories are:

- **WA Fresh Produce Retailer of the Year (Open).**
- **Best Small Store** (floor space less than 120m²).
- **Best Fresh Produce Section within a Supermarket.**
- **Regional Fresh Produce Retailer of the Year**
- **Best Weekend Market Retailer.** Open to individual stallholders whose business is conducted in temporary premises and only weekends (Friday to Sunday).
- **Excellence in Retailing Commodity Awards** (Apple and Pear, Avocado, Banana and Potato) open to all fresh produce retailers and fresh produce sections within a supermarket.

All entrants are assessed by an independent judge:

- The judging criteria vary slightly between Award categories to account for the differences in their respective retailing environments.
- There are 2 rounds of judging for metro stores
- Finalists are judged a third time
- Regional stores are judged once
- The first round of judging is conducted at the end of February/early March
- The second round of judging is conducted in March / April
- The final round of Judging for the finalists is held in June.

The judging criteria are reviewed regularly to ensure they remain relevant. Currently they encompass the following:

- Initial appearance of shopfront (external).
- Ease of access and shopping process in the store.
- Internal appearance: cleanliness of store, effectiveness of displays.
- Management of produce quality.
- Range of fruit based on a checklist of seasonal availability.
- Range of vegetables based on a checklist of seasonal availability.
- Country of Origin Labeling (CoOL).
- Promotion of produce: nutrition information, recipes and meal solutions.
- Customer focus and provisions of services
- Overall assessment of store as a fresh produce retailer.

The 2009 Market City Ball and Fresh Produce Retailers of the Year Awards night is being held on the 24th of July at the Burswood International. **Nominations are now being called for and close on the 27th February 2009.**

If you would like to make sure your store receives a nomination form or you would like a copy of the criteria used to judge your stores category please contact the Chamber of Fruit and Vegetable Industries in WA on **9455 2742** or **admin@cfviwa.com**. Tickets for the Market City Ball can also be booked through the Chamber Office.

2008 Retailer of the Year Awards Winners

- 2008 WA Fresh Produce Retailer of the Year: **The Herdsman**
- 2008 Fruit and Vegetable Section within a Supermarket: **Woolworths Karrinyup**
 - 2008 Regional Retailer of the Year: **Woolworths Catalina (Albany)**
 - 2008 Weekend Market: **Scotty's, Fremantle Markets**
 - 2008 Excellence in Apple and Pear Retailing: **Gwelup Fruits & More**
 - 2008 Excellence in Avocado Retailing: **Coles, Mosman Park**
 - 2008 Excellence in Banana Retailing: **Farmer Jacks, Woodlands Fresh**
 - 2008 Excellence in Potato Retailing: **Gwelup Fruits & More**
- Minister's Award for Outstanding Contribution to Fresh Produce Promotion: **Cancer Council of WA Crunch & Sip Campaign**



Previous Fresh Produce Retailer of the Year Award Winners

- 2003** : Mr Fresh, Carine
- 2004** : Geraldton Fruit and Vegetables
- 2005** : Herdsman Fresh Essentials
- 2006** : Mr Fresh, Carine
- 2007** : Mr Fresh, Carine