



## PRESS RELEASE

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For immediate release

A significant agreement signed this week has brought two leading fresh produce companies from opposite sides of the globe together in an exciting new sourcing and supply venture.

Australian company Fresh Domain brings locally-sourced and imported products to customers across Asia. Brett Jackson is Managing Director at Fresh Domain and the signatory to this sourcing deal with Fresca Group, one of the UK's leading fresh produce suppliers. Through a new business, Network Fresh, Fresca will be bringing their network of international growers to customers in Asia exclusively through Jackson and Fresh Domain.

Revealing more about the venture, Jackson said: "This really is an exciting arrangement, arising from a long-standing relationship with Fresca; Network Fresh can offer consistent, programmed supply from their network of some of the world's best growers which will provide exactly what my customers need, supplied 12 months of the year. This allows me to service the Asian markets with not just the best fruit from Australia, but also from around the world. The nature of this partnership gives me priority access to Fresca's growers, and gives those growers access to very fast-paced Asian markets through an experienced and trusted partner."

This focus on quality is what sets Network Fresh apart from others in the field. For many years, a focus for elite growers has been on meeting the extreme quality demands of the UK retail market. Innovation in varieties, environmentally-sustainable production and a focus on shelf life and flavour are all requirements that absolutely must be met. Global demand is now providing fresh marketing options for these fruit growers beyond the UK. Many have expanded their operations and improved their output. Securing this fruit for the Asian retail market has been a focus for Fresh Domain, now fulfilled through this exclusive sourcing deal.

Stuart Ansell is a long-serving sourcing specialist for Fresca and has helped shape this agreement. He explains: "Our initial focus will be to ensure that core products like citrus, grapes, avocados and melons are bought at their seasonal best and supplied in a seamless 52-week arrangement for Fresh Domain's customers. Building on that will be a fast expansion of the product range. Key to our proposition is that retail buyers can rely on the strength of our partnership to provide a simple solution to all their fruit sourcing requirements through programmed sourcing and agreed supply calendars. We're able to reduce the risk for buyers used to coordinating multiple sources at the mercy of market pricing. Furthermore, we're introducing a new customer base for our global growers by increasing sales in a new market."

This exclusive sourcing agreement has been designed with the long term in mind. The first customers are already enjoying the benefits of the deal, with both partners anticipating fast growth.



Stuart Ansell

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