

Title Produce innovation and the changing market place
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Citation Program and Abstract. 2007 Australasian Postharvest Conference. Crowne Plaza Terrigal, NSW, Australia. 12 September 2007. 87 p.
Keywords market place; fresh produce

Abstract

Established in 1978 by the same family which owns and manages it today, Perfection Fresh has grown from a Sydney Markets-based operator to a national wholesaler supplying supermarkets including Woolworths and Coles, independent retailers, fast food chains like McDonald's, and an expanding number of export markets. Perfection Fresh's key to success has been the ability to change with the ever evolving market place as well as developing new and innovating produce. Areas of discussion include, the supply chain planning process, the International trends that have relevance in Australia and the changes in the consumer demand and perception. We will also look at a case study which highlights the growth in Perfection Fresh's proprietary lines and the selection criteria for new product development.