

The international marketing magazine for fresh produce buyers in Europe



By Chris Komorek

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## ***Fresh Domain and Fresca Group join forces***

Agreement brings together two fresh produce companies from opposite sides of the world



(l-r) Brett Jackson and Stuart Ansell

**A**ustralian company Fresh Domain has partnered with Fresca Group, one of the UK's leading fresh produce suppliers, in a new sourcing deal that will benefit consumers across Asia.

Through a new business, Network Fresh, Fresca will bring its network of international growers to customers in Asia exclusively through Fresh Domain.

"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," said Fresh Domain managing director Brett Jackson, who is a signatory to the sourcing deal.

"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."

Jackson said Network Fresh would continue to focus on quality, citing the need to meet the rigorous demands of the UK retail market. He highlighted innovation in varieties, environmentally sustainable production and a focus on shelf life and flavour as key requirements that must be met moving forward.

"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," added Jackson.

Stuart Ansell, a long-serving sourcing specialist at Fresca, was instrumental in shaping the agreement. He said the initial focus would be to ensure 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," said Ansell.

"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."

Fresh Domain and Fresca said the exclusive sourcing agreement was designed with the long-term in mind. The first customers are reportedly already enjoying the benefits of the deal, with both partners anticipating fast growth.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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