



By Liam  
O'Callaghan

Monday 19th July 2021, 9:28 GMT

## Fresh Awards finalists revealed

Sydney Markets' awards celebrate fresh produce businesses from across New South Wales and the Australian Capital Territory



Finalists for the wholesaler of the year award include Fresh Fellas, Perfection Fresh, Preferred Fruit and TV Farms

**S** Sydney Markets has announced the 2021 Fresh Awards finalists featuring greengrocers, florists, growers, wholesalers, fresh content creators and for the first time, providores.

This year there are 41 finalists from New South Wales and the Australian Capital Territory competing across 16 award categories. The winners will be announced at the Fresh Awards gala dinner on 8 September 2021.

Retailers and growers are evaluated through an intensive mystery shopping programme. They are judged on everything from produce quality and freshness, customer service and industry knowledge, as well as their store appearance and innovative approaches.

This year, the fresh blogger category has been expanded to include all content creators – influencers, photographers, writers and social media personalities were able to submit entries into the fresh content award category.

For the first time, Sydney Markets also introduced a providore of the year category, recognising the businesses that specialise in procuring fresh produce for their clients.

Brad Latham, chief executive of Sydney Markets, said the Markets is proud to support and celebrate the work of businesses through the Fresh Awards.

"The Fresh Awards shines a light on the achievements of local business owners, talent and the fresh industry as a whole. They have all survived the turmoil of the past two years and should be celebrated," Latham said.

"We have broadened the categories to now recognise the importance of providores and the full-range of content creators within our industry. After a year hiatus, the 2021 Fresh Awards is set to be our biggest and best yet."

John Pearson, chairman of Sydney Markets, acknowledged the efforts of the businesses that had been nominated.



“Small businesses are constantly adapting and implementing new strategies to meet the evolving needs of modern consumers, which was imperative in the year that we have experienced. We are proud to be honouring the hard work and commitment of those working within our industry via the Fresh Awards,” said Pearson.

Enjoyed this free article from Produce Plus Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Produce Plus Magazine](#).

---

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

**FRUITNET.COM**