



Growing

Transporting/Processing

Purchasing

Consuming



## WHERE DO YOU FIT IN?

The world of perishables is constantly evolving by advancing its people, products and technologies; and the opportunities brought on by this perpetual growth are vast. To give you a broad understanding of how our industry and its multifaceted supply chain fits together, below we identify the various people and places that make this industry work.

**Growers/Shippers:** These businesses range from small family farms to large, multi-location operations that may span many states or countries. Many compliment their product line with purchased product from other growers –both domestically and internationally– to offer a more comprehensive, year round inventory. Grower/shippers sell their products to all subsequent segments along the supply chain including exports to other countries.

**Distributors:** This segment represents national distributors and single-market wholesalers who purchase their products direct from both Australian and international growers for distribution to their customer base. Distributors and wholesalers add value to the supply chain by maintaining a comprehensive, year-round inventory of both bulk and repacked items and offering just-in-time delivery solutions. Wholesalers and distributors sell their products to other distributors, processors, retailers, foodservice distributors and foodservice operators.

**Brokers:** Brokers act as selling agents for growers seeking to sell their products to large retail and wholesale companies. Brokers do not hold an inventory of product themselves.

**Processors:** The most trend-driven segment in the supply chain, processors induce consumer demand by creating value-added offerings such as bagged salads, cut fruit and processed veggies. Often times the processor is a division of a grower/shipper who is responding to the market trend for more value-added produce offerings, but can also be a stand-alone entity that purchases all bulk product for processing at their facility. Processors sell to wholesale distributors, retailers and foodservice distributors.

**Retail:** A retailer is one of the final links in the supply chain for raw, whole and processed products available for consumers to purchase and prepare themselves. This segment includes club stores, supercenters, national grocery chains, and regional grocery stores.

**Foodservice:** Adjacent to retailers in the produce supply chain, foodservice distribution companies purchase products from growers, distributors and processors as a centralised redistribution point to the thousands of foodservice operators across the country including restaurants, hospitals, cruise ships, hotels, schools, theme parks and convenience stores. Some large foodservice chains buy directly from a grower or wholesaler.

## DID YOU KNOW?

The fresh produce industry touches **every corner** of Australia and New Zealand and you don't have to have an Agriculture degree to be a part of it.

The fresh produce industry is worth over **\$11 billion** in Australia and **\$5 billion** in New Zealand annually.

In Australia alone, there are close to **24,923 fresh produce enterprises** in operation, contributing around **51,082 jobs**.

The total employment impact when “ripple effect” jobs in the Australian food and beverage, and grocery industries are added is **288,570 jobs** in 2007-08.

These jobs account for approximately **3% of all employed persons in Australia**.

Research has found that on average, **4200 fresh produce-related positions** requiring a **University Degree** are advertised each year.

**1** of them could be **yours**.

**For a Fresh Career Choice visit [www.pma-anz.com](http://www.pma-anz.com)**

*The Job Market in Agriculture in Australia, 2010 & The AFGC State of the Industry Report, 2010*



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