



6690 Midland Highway, Mooroopna. VIC 3629. PO Box 76.
p. 03 58252199 f. 03 58251872 e. export@valleypack.com.au
ABN: 29 004 919 457

18th October, 2023

Miss Emma McColl,
Acting Economic Development Project Officer
Greater Shepparton City Council
SHEPPARTON VIC 3630

Dear Emma,

Re: Asia Fruit Logistica (AFL) 2023

It was indeed pleasing to see Greater Shepparton City Council taking a significant position at Asia Fruit Logistica (AFL) in 2023.

Having personally received many positive comments concerning the Shepparton Stand, I believe future participation at AFL would be beneficial for our Region.

Investigations into a co-funding model with local businesses/exhibitors would potentially allow for a larger footprint at AFL while reducing council expenditure.

Having a stand at AFL not only helps local growers and ancillary businesses but showcases Shepparton and surrounding areas to differing groups of people.

Yours faithfully,



Mark Hall Director
Valley Pack Pty Ltd



4765 Barmah-Shepparton Rd,
Bunbartha, VIC, 3634, Australia
Phone +61 3 58 269 636
admin@seekaaustralia.com.au
www.seekaaustralia.com.au

Re: Asia Fruit Logistica

Dear Emma,

Seeka Australia would like to express our support for the Greater Shepparton City Councils involvement in attending Asia Fruit Logistica representing growers from the Shepparton region.

Asia Fruit Logistica is the most important international trade gathering for producers who are currently or looking to supply fruit into various Asian Markets. The access to buyers and marketers from different Asian nations is not something that is readily available outside this forum.

As an exporter of Nashi and Kiwi Fruit, Seeka Australia believe it is important that there are opportunities to showcase the quality produce that we grow here in the Goulburn Valley and to identify opportunities for collaboration to gain market access into new markets.

The Greater Shepparton City Councils involvement means that small businesses can be represented without having to provide the resources to set up and staff a stall of their own, while having their produce represented. Collaboration with Fruit Growers Victoria means that outcomes from events like this can be broadly communicated benefiting the wider community.

Regards,

Jonathan Van Popering
General Manager- Operations Seeka Australia

Seeka Australia



11 October 2023

City of Greater Shepparton,
90 Welsford Street,
SHEPPARTON VIC 3630

Dear Sir/Madam,

Asia Fruit Logistica 2024

Fruit Growers Victoria Limited (FGV) is the industry peak body for the pome and stone fruit industry in Victoria. Our industry grows around 90% of Australian pears, 50% of Australian apples and 75% of Australian stone fruit. As an organisation, FGV works towards a sustainable future for growers and the horticulture industry across Victoria.

The City of Greater Shepparton and FGV work closely together to promote and support the pome and stone fruit industry.

The Goulburn Valley is often referred to as the "Food Bowl" of Australia producing high quality fruit and vegetables and agricultural goods. Shepparton Council's presence at Asia Fruit Logistica this year helped in promoting the region and its produce by sharing a stand with FGV as well as supporting growers and businesses in attendance.

FGV fully supports Council having a stand and attending Asia Fruit Logistica in September 2024 and continuing to support the horticulture industry.

Kind Regards,

Yours sincerely,

A handwritten signature in black ink, appearing to read "Michael Crisera".



Michael Crisera
Grower Services Manager,

Phone: 035825 3700
Mobile: 0427239871
Email: growerservices@fgv.com.au



Fruit Growers Victoria Ltd ACN 113 584 615 ABN 39 113 584 615
PO Box 612 Mooroopna. VIC 3629
Phone : 03-5825-3700 Email: info@fgv.com.au Website: www.fgv.com.au