

December 2006 Newsletter

Thought of the day

We are what we repeatedly do. Excellence, then, is not an act, but a habit.
Aristotle

On Behalf of the Management and Staff
We would like to take the opportunity to
Thank You for your support throughout the year.
We wish you all a Safe Christmas and a Happy New Year.
& look forward in working with you in 2007.



Fruit Wholesalers Since 1900

Quality • Service • Vision

Fruit wholesalers in the Sydney Markets for more than 100 years,
FHG Rogers continues to provide quality fruit to its customers
and unrivalled service to its growers and suppliers.

www.fhgrogers.com

Phone: 02 9746 8365 Fax: 02 9746 2452 Email: info@fhgrogers.com

Stand 213-214, C Shed Sydney Markets NSW 2129 PO Box 153 Sydney Markets NSW 2129

A MESSAGE FROM PAUL...



Well, how quick has this year gone, we've seen cyclones, drought, hail storms and frosts cause devastation in the growing regions right throughout Australia, yet we see our courageous growers battle on and persevere despite these conditions and we commend you all on your dedication and your passion to your business.

We can only hope 2007 will be a positive and productive year for all. On a more positive note its great to see the apple market this year hold reasonable price points with all varieties, and great to see a strong finish to the apple season, which can only lead to a positive new season ahead. I would like to thank you for your support during the year and wish all of you and your families, a safe and happy Christmas and prosperous new year!




FOCUS:

In this issue we focus on:

| | |
|---|------------|
| Fruitcorp-Fresh insight | 002 |
| Jenni's Corner | 002 |
| Customer Profile "Freshworld - Sam Agostino" | 003 |
| Supplier Profile "Planet Produce" | 003 |

FRUITCORP FRESH INSIGHT



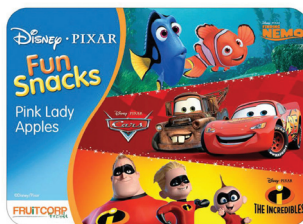
We have had a fantastic response to our launch of the Fruitcorp Fresh concept. We've now run a number of demo's across Sydney in October and November using Apples - and we're planning to do more using stone Fruit in February and March. See Jenni's corner for more details....

*In February also look for details of our **Fruitcorp** point of sale material.... But there's more...*



Great News! Fruitcorp is extremely pleased to announce the upcoming use of Disney characters in the promotion of Fresh Produce. The Disney characters including Cars-Winnie the Pooh- Pirates of the Caribbean, to name just a few, represent a fun and fantastic way to get kids of all ages involved with the idea of the "enjoyment factor of eating fresh produce". With Disney characters appearing on Produce and Produce Packs kids will be the ones persuading Mum's to buy more fruit and vegetables.

Fruitcorp is now talking to key stakeholders in the industry including growers-wholesalers and retailers as well as national industry associations and State and Federal Government. We believe that utilising the fantastic appeal of the Disney brand and characters provides an incredible opportunity to unite the various 'healthy eating' promotional concepts under one, national theme- the end result being more effective use of promotional funds and ultimately a sustained increase in the consumption of Fresh Produce to the benefit of the entire industry.



JENNI'S CORNER

Since the last newsletter it certainly has been a busy time. Our In-Store Demo Program is proving to be very successful significantly increasing sales on lines demonstrated during the demo period. We look forward to our Stone fruit demos which will commence in the new year.

Last month I had the pleasure of visiting many Orchards down in Shepparton and Cobram VIC.

WOW!!!! I think that everyone needs to experience how their fruit actually gets from the tree to their mouths. Only having worked on the market floor and dealing with our Customers I had not yet seen the 'real' end of business.

I have learnt to appreciate our fruit an awful lot more. After leaving Sydney on a Monday in 30 degrees I awoke to only 3 degrees the next morning and snowing!

Who would believe what our growers actually have to do to protect their crops - helicopters and fans on standby for the rain, hail and frosts predicted.

If only more people realized it doesn't just come from the tree to the box they might understand the fluctuations in price due to all these unpredictable growing conditions. Truly amazing - I am sure all you growers must have sore knees from praying! It was a wonderful experience but next time will pack my jacket even if it is summer.

I hope you all have a happy and safe Christmas and look forward to working with you in 2007. And don't forget call me at the office if you'd like to organise an in-store demo in your store in the New Year.

Jen

STAFF HIGHLIGHT

Donna Rowe - Office / QA Manager

Donna has worked for FHG Rogers for the past 20 months. She is a jack of all trades and is responsible for a number of key functions at Rogers such as looking after the customers dockets and orders in the office and on the market floor and

overseeing the general running of all Quality Assurance program. Donna makes sure customers are happy, that their orders are processed swiftly and efficiently and that everything runs smoothly.

Working the early and unsociable hours isn't really a bother, "My motto is - Don't Stress. If you have a late night, deal with it".

In her spare time she enjoys going to the gym, seeing live bands and helping her father - a jazz musician, as his roadie. "Meeting new people and living life to the fullest keeps me happy."

Thanks for your contribution Donna.



CUSTOMER PROFILE

Freshworld - Sam Agostino

By his own admission, Sam Agostino lives to sell fruit and vegetables. Freshworld sells quality fruit and vegetables and is backed with professional service from the 165 staff in 4 stores across Sydney and more stores to open soon. Sam knows his customers want quality so it's important to him to provide best quality products at value prices. It's a good lesson learnt after his 25 years in the industry with the last 15 years running his Freshworld stores.

As a mark of Sam's contribution to his industry, Sam was crowned Cherry King in October this year. He successfully bid \$55,000 for a box of cherries at the Variety Club Sydney Markets charity fund raiser.

These funds will purchase essential medical equipment for Sydney Children's Hospital, RPA Newborn Care and others.

Sam knows his customers and makes sure each store has the right product for their customers, whether it's large Fujis at Burwood or smaller Fujis at Penrith. When the right product suits his customers Sam will make sure that everyone gets a chance to grab some value. Last year, his customers benefited from a great purchase of mangos and Sam sold over 130 pallets of mangos in 1 week!

Sam and his staff love what they do so it's important to Sam to always bring quality at value prices. They know that their customers will always come to their stores for the best fruit and vegetables available.

Sam has known Paul and Aldo at FHG Rogers for 25 years and trusts them to be able to supply what he wants and when he wants it.

Sam gets plenty of quality products and great service from the guys at Rogers.

He is also pleased that Jenni Lincoln is around the stores making sure that the Rogers service doesn't stop at the Markets stand. Sam relies on Paul and the Rogers team to support Freshworld with service and backup and is looking to benefit from the Fruitcorp Fresh program and its marketing initiatives.



SUPPLIER PROFILE

Planet Produce: Shepparton Victoria

Chris Damchev



Planet Produce is a third generation Apple and Pear grower from Shepparton owned by the Damchev family. Micho Damchev started the business in the early 60's after migrating from Macedonia. Micho's son Foti now overseas the business with his son Chris, managing marketing, his other son Stan managing the Orchard Operations and Mom (Margaret) managing the packing operations. Talk about all in the family! The company grows a range of quality varieties but specialises in Williams and Packhams Pears and Granny Smith Apples.

Chris says that business is quite good at present as they have been planting new varieties-although conditions are very tough because of the drought. Their water allocation from the catchment is one quarter of what they would normally use and so they're forced to purchase water. That said quality is number one for the Damchev's.

Planet Produce have been supplying Rogers for over 4 years now- Chris is very complimentary about the service from Rogers and has been very impressed with the new Fruitcorp marketing initiatives. Planet Produce is a key supplier of the Fruitcorp Fancy range of apples.