



MEDIA RELEASE

Woolworths brings team leaders to Swanport

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FOR IMMEDIATE RELEASE

Swanport Harvest, the largest growers of lettuce & broccoli in South Australia and known for their brand STAYCRISP, have hosted a farm tour for Woolworths store managers and fresh produce team leaders from around SA.

Don Ruggiero, managing director of Swanport Harvest and a leading innovator in the fresh produce industry, led the group of 40+ on a two-hour interactive tour of the 400 acre property, situated along the river at Swanport, near Murray Bridge.

“These kinds of field tours are really important for us, it creates an awareness about where we are located, the region around us and what is involved in growing the crops that we have – our product doesn’t come out of a factory – it is a labour intensive process,” Don said. “From seedling to harvest to packaging, there is so much detail and planning involved. We also have a point of difference at Swanport where-by we produce a value-added range of products that have an increased shelf life; this process is unique and interesting and successfully achieved by our company. It is important that store managers and buyers have this understanding.”

“This kind of interaction breaks down barriers between producer and customer and we look forward to doing a lot more of these types of field tours in the future. By educating at store level it creates more enthusiasm and excitement about a product, particularly when it is local and has a point of difference, this will in turn create interest amongst consumers.”

Swanport Harvest have been supplying Woolworths for over 50 years. We grow all year-round and therefore have the opportunity to offer a consistent supply of product. All of our lines (lettuce, broccoli & cauliflower) are distributed throughout SA & NT and we now have a select range in stores across NSW, VIC and TAS. We also supply a new variety of lettuce called Sweet Crunch, which is grown exclusively for Woolworths Select at Swanport Harvest.

Today's field tour coincides with the launch of Swanport Harvest's latest value-added product, STAYCRISP Cauliflower Petite, which will appear on the shelves over the coming weeks.

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