



# Retailer Guide

Pick a Local, Pick SA!

Retail Membership



A better  
choice!

# INTRODUCING MARKET FRESH SA

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Market Fresh SA was established in June 2013 by the South Australian Produce Market and the SA Chamber of Fruit and Vegetable Industries Inc to run fruit and vegetable-based marketing programs and promotional activities which ultimately drive sales of fresh produce sold through the SA Produce Market.

These programs are run in close collaboration with the South Australian Produce Market, the SA Chamber, growers, wholesalers and local retailers.

In addition to this core objective, Market Fresh SA also works towards the following:

- Promote fresh produce, healthy eating and a healthy lifestyle
- Promote the SA Produce Market as South Australia's "centre of fresh produce" to the industry, the media, the public and potential suppliers and buyers
- Promote the retailers who source produce through the SA Produce Market
- Promote the SA Produce Market both as a collective and its individual tenants and their products



# Our Funding

- South Australian Produce Market
- South Australian Chamber of Fruit and Vegetables
- Corporate Sponsors
- Outdoor Billboard Advertising Sales
- Market Directory Advertising Sales
- Retail Membership Program – 45 Member Stores
  - 23 Gold Members (\$25 per week)
  - 22 Silver Members (\$15 per week)
- Industry Bodies
- Wholesalers
- Fresh Produce Brands





# Retailer Guide

## What's Included

# WEB LISTING - A Better Choice

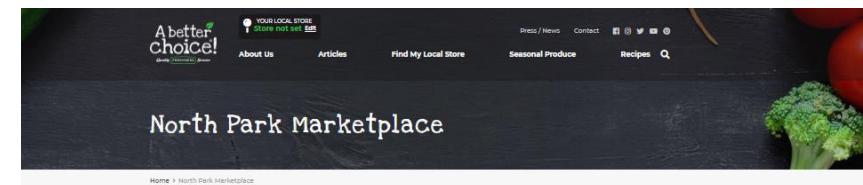
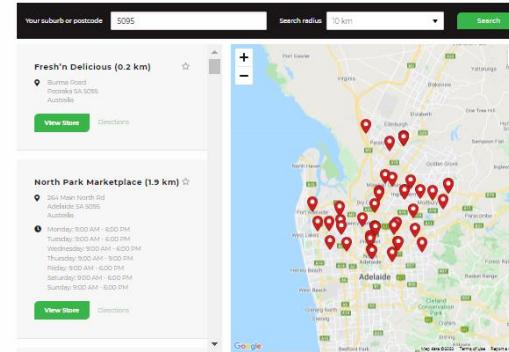
- Your store listed, with link to your website, social media channels, opening times, store images and a short bio on the A Better Choice website.



## Find My Local Store

Home > Find My Local Store

The A Better Choice program supports over 500 independent retailers and wholesalers across the country who supply more than half of Australia's fresh produce each year. To find your local retailer or wholesaler, use the A Better Choice directory below.



## North Park Marketplace

Home > North Park Marketplace

Northpark Market supply Northpark Village shoppers with the freshest produce directly from the South Australian Produce Market. This means that all the fruit and veggies there are directly from South Australian growers and are as fresh as can be. Visit Tia at her store and enjoy the friendly service and calm atmosphere while you stock up on tasty greens and juicy fruits. You can also check out their Facebook page to stay up-to-date with news and specials.



### STORE DETAILS

**Address**  
26 Main North Rd  
Adelaide, SA 5095

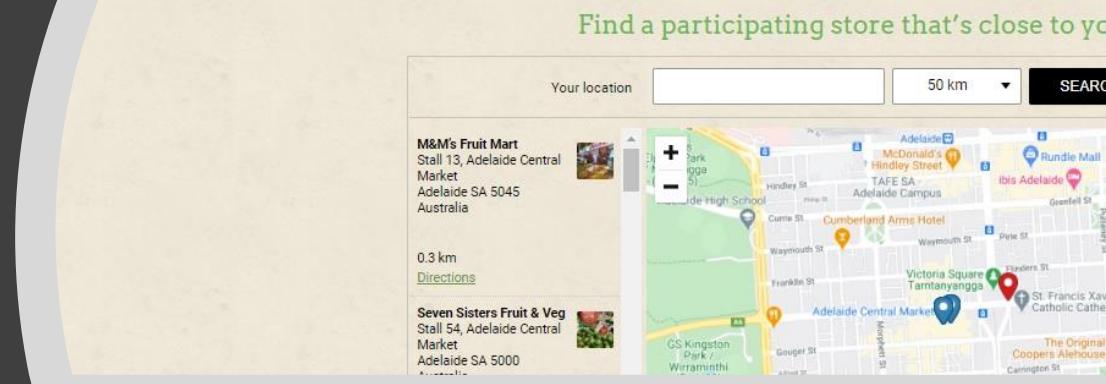
**Opening Hours**  
Monday: 9:00 AM - 6:00 PM  
Tuesday: 9:00 AM - 6:00 PM  
Wednesday: 9:00 AM - 6:00 PM  
Thursday: 9:00 AM - 9:00 PM  
Friday: 9:00 AM - 6:00 PM  
Saturday: 9:00 AM - 6:00 PM  
Sunday: 9:00 AM - 6:00 PM



# WEB LISTING

## - Pick a Local, Pick SA!

- Your store listed, with link to your website, social media channels, opening times, store images and a short bio on the Pick a Local, Pick SA! website.



# SOCIAL MEDIA

- Extensive social media campaign with monthly digital advertising spend directing audience to “Find your local” listing on website.
- Opportunity to be featured on Pick a Local, Pick SA! facebook page and Instagram page through locally created content. Video content exclusively for GOLD members.
- Access to A Better Choice recipes and social media content. Exclusive link to images and captions designed for you.

**VALUE:** \$1000 per month of social media advertising

@PickaLocalPickSA



26,000+ Followers



4,400 + Followers



880 Followers

**Total: 31,000+ Followers**



# Radio Advertising

Seasonal and generic radio advertising campaigns aired across commercial radio supporting the key message “Look for the Pick a Local, Pick SA! signs in-store to know you are supporting South Australia.”

- Fortnightly segment on Radio Italiana 531 market update – what's in season – shop at your Pick a Local, Pick SA! Store.
- Monthly segment on ABC Country Hour – what's in season – shop at your Pick a Local, Pick SA! store.
- Monthly segment on 5AA mornings – what's in season – shop at your Pick a Local, Pick SA! store.
- Opportunity to be considered for radio activations and competitions providing on-air store mentions on commercial radio.
- Radio Commercials voiced by Callum Hann
- On air with SAFM, Triple M, Nova, 5AA

**VALUE:** Leverage on monthly \$2,000 - \$3,000 spend



# Television Commercial

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- 30 second and 15 second TV Commercial
- Features our Brand Ambassador Callum Hann
- Call to Action – Look for the Red Pick a Local, Pick SA! sign in stores.
- Airs during prime viewing slots
- **VALUE:** Leverage off \$10k per annum advertising spend.

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# Event Activations

- Pick a Local, Pick SA! is active and present at high profile South Australian events
  - Mothers Day Classic
  - Royal Adelaide Show
  - Walk for a Veteran Day
  - Other events as they are presented.
- Seasonal launches with event activations and PR activities :
  - Citrus Season
  - Strawberry Season
  - National Mushroom Day
  - National Banana Day
  - SA Apple and Pear Season
  - Cherry Season/Cherry Auction
  - Stone Fruit Season



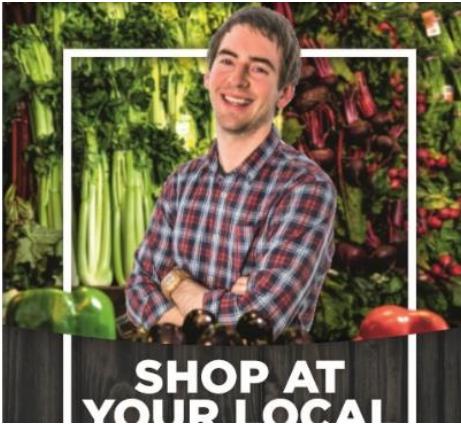
# Sponsorships

- Pick a Local, Pick SA! is active in the community and holds a number of grassroot sponsorships. This includes a two-year umpire sponsorship with Adelaide Community Basketball Association providing branded shirts to umpires at more than 70 local games across four regional stadiums every week.
- **VALUE:** Leverage exposure of brand to mass audiences.



# Callum Hann

- Callum Hann has been brand ambassador for Pick a Local, Pick SA! For some eleven years.
- Callum's imagery is used across POS materials and digital marketing campaigns, his voice used for radio commercials.
- Callum participates in seasonal launches and is used as a voice in media activity.
- Callum's social currency has some 162,000 Instagram followers and 109,000 Facebook Followers.
- Exclusive recipes created by Callum for use across campaign digital and POS channels.
- **VALUE:** Leverage Callum's support for the campaign via his social media accounts, appearances and public relations activities.
- **EXCLUSIVE TO SILVER AND GOLD RETAILERS:** Opportunity to engage Callum for in-store appearances at an exclusively negotiated rate.



# Public Relations

- A Public Relations agency is engaged to ensure the campaign is in mainstream media when opportunities arise. The campaign manager is an advocate for supporting local and will represent the 100+ independent retailers encouraging South Australians to support local business.
- The campaign aims to have at least two media hits per month across commercial main stream media outlets.
- Member retailers have the opportunity to be considered for inclusion to be featured in public relations activities that may include providing their store as photo and vision locations to be associated with news stories.
- **VALUE:** Leverage of \$2k per month PR agency costs and share in the mainstream media PR coverage.



# In Store Demonstrations

- Pick a Local, Pick SA! works with wholesalers to bring sampling to your store.
- An in-store demonstration is FREE to the retailer and includes
  - Pick a Local, Pick SA! demonstration table and all kit required for sampling
  - Pick a Local, Pick SA! demonstration staff in your store for 3 hours engaging with customers, providing samples and encouraging sales.
  - All demonstration stock provided by wholesaler
  - Social Media coverage – Event listing prior to the event and live coverage when event is in progress.
- Wholesalers we work with include
  - Nutri Kiwi
  - The Chosen One
  - Kanzi Apples
  - Zespri
  - Venus Citrus
  - Australian Mushroom Growers Association
  - + More
- **VALUE:** Hard Cost of \$240 for each in-store demo – Free to Retailers. Plus Social Media Coverage.



# Point of Sale

All year round In-store POS materials supplied and installed by activations team to include

- Generic Pick a Local, Pick SA! A Better Choice coreflute
- Generic Pick a Local, Pick SA! A Better Choice Shop at Your Local laminated A3 posters
- Generic Pick a Local, Pick SA! A Better Choice Shop at Your Local – Featuring Brand Ambassador – Callum Hann laminated A3 posters
- Generic Produce Posters – Pumpkin, Potato, Apple, Pear produce posters - laminated A3
- Generic Shelf Wobblers
- Seasonal in-store POS materials supplied and installed by activations team to include:
  - Campaign A3 posters
  - Recipe cards
  - Shelf wobblers
- All materials available for collection at the SA Produce Market – or installed and refreshed through quarterly in-store visits from activations team.
- **VALUE:** Access to agency standard creative at no cost.. Visit from merchandiser to replace and replenish POS \$50 per visit.





## National Campaigns

- As part of the A Better Choice! National Retail Campaign member retailers receive access to 2 x National Sales Campaigns.
- PLUS National Retailer of the Year Award

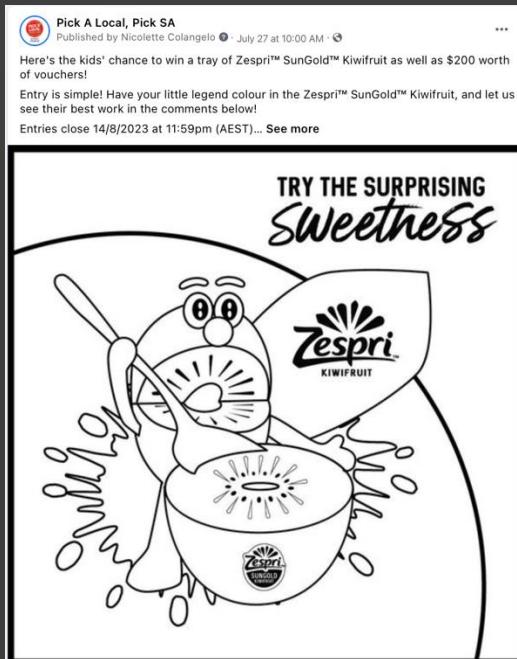
# A Better Choice Magazine

- At a cost of \$1 per copy – receive copies FREE to give to your customers
- First issue published Dec 2022
- Seasonally – 4 times a year



# Exclusive Incentives and POS

- We work with Brands to bring you opportunities
- POS
- In store Merchandise
- Exclusive Incentives
- Colouring Competitions with Prizes for your customers





## Exclusive Farm Visits

- Meet the Grower
- Network with other retailers
- Lunch included
- Social Media Coverage
- Exclusive Opportunities



# Retailer Guide

# Pricing Structure

# BASIC - Free

## Introduction POS

- 1 X Coreflute
- 3 x General POS A3 Poster

Leverage off all mass general marketing by association of in-store POS



# BRONZE

## - \$10 Per Week

### Introduction POS

- 1 X Coreflute
- 3 x General POS A3 Poster

Leverage off all mass general marketing by association of in-store POS

### PLUS

Merchandiser - annual store visit from merchandiser

Access to purchase licensed merchandise from Market Bag Supply at SAPM

Website Listing on [www.pickalocalpick.sa.com](http://www.pickalocalpick.sa.com),  
[www.abetterchoice.com.au](http://www.abetterchoice.com.au) and A Better Choice app



# SILVER

## - \$15 Per Week

Introduction POS

- 1 X Coreflute
- 3 x General POS A3 Poster

Leverage off all mass general marketing by association of in-store POS

### PLUS

- Merchandiser – **quarterly** store visit from merchandiser
- Access to purchase licensed merchandise from Market Bag Supply at SA Produce Market
- Website Listing on [www.pickalocalpick.sa.com](http://www.pickalocalpick.sa.com) and [www.abetterchoice.com.au](http://www.abetterchoice.com.au) **PLUS**
- Seasonal POS – 2 x National Campaigns Creative POS Assets may include recipe cards, posters, shelf wobblers, basket liners
- Locally Produced POS: Variety posters – pumpkin, potato, apples, citrus etc.
- Social Media: Opportunity to be featured on Pick a Local, Pick SA! social media channels with photo content.
- Allocation of quarterly A Better Choice! Magazine
- In Store Demonstrations – Minimum one in-store demonstration per annum



# GOLD

## -\$25 Per Week

### Introduction POS

- 1 X Coreflute
- 3 x General POS A3 Poster
- Leverage off all mass general marketing by association of in-store POS

### PLUS

- Merchandiser – **quarterly** store visit from merchandiser
- Access to purchase licensed merchandise from Market Bag Supply at SAPM
- Website Listing on [www.pickalocalpick.sa.com](http://www.pickalocalpick.sa.com), [www.abetterchoice.com.au](http://www.abetterchoice.com.au) and A Better Choice app

### PLUS

- Seasonal POS – 2 x National Campaigns Creative POS Assets may include recipe cards, posters, shelf wobblers, basket liners
- Locally Produced POS: Variety posters – pumpkin, potatoe, apples, citrus etc.
- Social Media: Opportunity to be featured on Pick a Local, Pick SA! social media channels. Content to be captured by Marketing Activations team on quarterly store visits.
- In Store Demonstrations – Minimum one in-store demonstration per annum
- Opportunity to engage Callum Hann at exclusively negotiated rate for in-store appearance
- Allocation of quarterly magazines.

### PLUS

- First priority for additional in-store demonstrations available
- First priority for opportunities to feature in news story picture locations. ie television news stories, live television weather crosses, newspaper photo shoots
- First priority to be featured in commercial radio activations – ie visits from street teams, participation in basket or prize giveaways from your store.
- First priority to be featured in photoshoot opportunities and to feature in national campaigns requiring flagship stores
- In-store visit from video content creation team.



## PRICING

Basic – Free

Bronze -\$10+ GST per week

Silver - \$15+ GST per week

Gold - \$25+ GST per week

12-month membership payable by quarterly invoice OR weekly credit service charge.

Membership year starts 1 July each year. Can only cancel in July each year and must do so in writing before 1 July.

To join today – complete the attached form or complete online at

[Retailer Registration Agreement – PickALocalPickSA](#)

**Penny Reidy**

Marketing, Communications and BD Manager

0408 877 797

[penny@saproducemarket.com.au](mailto:penny@saproducemarket.com.au)

\* Pricing valid until June 30, 2025. To be reviewed annually.

# Retailer Registration Agreement

Business Name:

Your Name:

Phone:

Email:

Address:

I agree to joins as a Pick a Local, Pick SA! retailer at the following level (please circle)

## PRICING

Basic – Free

Bronze -\$10+ GST per week

Silver - \$15+ GST per week

Gold - \$25+ GST per week

12-month membership payable by quarterly invoice OR weekly credit service charge.

I agree the weekly charges. Please charge me as following (please circle)

- Weekly charge my credit service account
- Quarterly Invoice

SIGNED BY:

DATED: