



A better
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RETAIL MEMBERSHIP GUIDE



JOIN SA'S LEADING FRESH PRODUCE
RETAIL MARKETING PROGRAM

Welcome to Pick a Local, Pick SA!

Independent fruit and vegetable retailers are at the heart of South Australia's fresh produce industry. Every day you connect local growers with local communities, providing quality produce, expert advice and personalised service.

Pick a Local, Pick SA! exists to help your business thrive. Through coordinated marketing, seasonal campaigns, in-store support and industry partnerships, we work alongside our members to encourage more South Australians to shop local and choose fresh.

Whether you're looking to attract new customers, strengthen your brand or simply become more connected to the fresh produce industry, we'd love to welcome you to the program.

Penny Reidy
Marketing, Communications & Business
Development Manager



CONTACT US

Penny Reidy
M: 0408 877 797
E: penny@saproducemarket.com.au

Savitha Jiju
M: 0436 285 705
E: savitha@saproducemarket.com.au



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WHY JOIN?

EXCLUSIVELY FOR INDEPENDENT FRESH
PRODUCE RETAILER BUYERS at SA PRODUCE
MARKET

- ✓ Year-round marketing support
- ✓ Television, radio & digital campaigns
- ✓ Exclusive retailer opportunities
- ✓ National campaign participation

Everything we do is designed to help independent retailers succeed.

From attracting new customers to creating stronger in-store experiences, Pick a Local, Pick SA! delivers year-round marketing support that would be difficult and costly for individual retailers to achieve alone.

MASS MARKETING



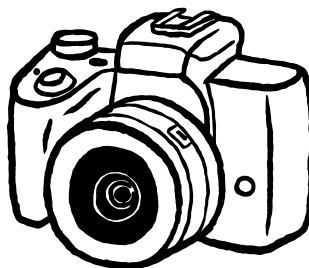
Television, radio, digital advertising and public relations campaigns promoting independent fruit and vegetable retailers.

INDUSTRY CONNECTIONS



Farm visits, networking opportunities and direct access to growers, wholesalers and industry partners.

EXCLUSIVE MEMBER BENEFITS



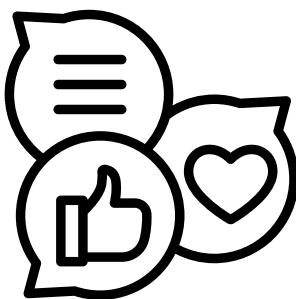
National campaigns, retailer awards, Callum Hann opportunities and exclusive promotional partnerships.

EVENTS



Sampling demonstrations, seasonal launches, grower partnerships and community events that drive engagement.

DIGITAL PRESENCE



Website listings, social media promotion, retailer features and ready-to-use content for your own channels.

IN-STORE MARKETING



Professional point-of-sale materials, merchandising visits and seasonal campaign assets.



ONE MEMBERSHIP. YEAR-ROUND SUPPORT. REAL OPPORTUNITIES TO GROW YOUR BUSINESS.



Putting Your Store in Front of More Customers

Website Listings

Be found on both the Pick a Local, Pick SA! and A Better Choice websites, complete with your store profile, opening hours and direct links. Boost your SEO.

Social Media

Feature in locally created content, seasonal campaigns and digital advertising reaching more than 31,000 followers.

Television & Radio

Benefit from coordinated campaigns across television, commercial radio and regional media promoting independent retailers.

Public Relations

Share in media opportunities, interviews and seasonal stories that put independent retailers in front of South Australians.

Your business benefits from a coordinated marketing program working for you every day of the year.

Professional In-Store Support

Creating an engaging shopping experience doesn't stop at the front door. We provide professionally designed point-of-sale materials and merchandising support to help your store look fresh, seasonal and connected to statewide campaigns.

SEASONAL POINT OF SALE



Receive professionally designed campaign materials throughout the year including:

- Posters
- Shelf wobblers
- Recipe cards
- Produce information
- Coreflutes
- Campaign signage

MERCHANDISING SUPPORT



Our activations team visits member stores to:

- Install new campaign materials
- Refresh existing POS
- Replace damaged signage
- Keep your campaign displays looking their best

SEASONAL CAMPAIGN KITS



Each campaign is supported with professionally designed creative assets that help promote seasonal produce and encourage impulse purchases.

Examples include:

- Citrus
- Apples & Pears
- Mushrooms
- Bananas

EXCLUSIVE RETAIL RESOURCES



Members also receive access to:

- Licensed merchandise
- A Better Choice magazines
- Promotional giveaways
- Competition material
- Retail marketing resources

PROFESSIONAL IN-STORE SUPPORT





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BRINGING FRESH PRODUCE TO LIFE

Throughout the year Pick a Local, Pick SA! delivers seasonal campaigns, public events and community activations that celebrate South Australian fresh produce and encourage consumers to shop with independent retailers.

- 🍊 CITRUS SEASON LAUNCH
- 🍓 STRAWBERRY SEASON
- 🍄 NATIONAL MUSHROOM DAY
- 🍌 BANANA DAY
- 🍒 CHERRY AUCTION

- 🍏 APPLE & PEAR SEASON
- 🏆 RETAILER OF THE YEAR
- 🎪 ROYAL ADELAIDE SHOW
- ❤️ MOTHER'S DAY CLASSIC
- 🤝 COMMUNITY PARTNERSHIPS

Your membership connects your business to campaigns that generate excitement around fresh produce all year round.



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South Australia's trusted ambassador for fresh produce

For more than 10 years, Callum Hann has helped inspire South Australians to cook with fresh, seasonal produce and support independent fruit and vegetable retailers.

Members benefit from:

- ✓ Professionally produced campaign imagery featuring Callum
- ✓ Television and radio advertising voiced by Callum
- ✓ Seasonal recipes and cooking inspiration
- ✓ Media appearances and campaign launches
- ✓ Exclusive opportunity for Silver and Gold members to book Callum for in-store appearances at a preferential member rate

A trusted face helping consumers connect with fresh produce and the independent retailers who champion it.

A photograph of three men standing in a large greenhouse. They are all wearing white hairnets. The man on the left is wearing a black puffer jacket with a logo and holding three white apples. The man in the middle is wearing a patterned shirt. The man on the right is wearing a black jacket with a red logo. The background shows the structure of the greenhouse with wooden beams and hanging plants.

MEMBER EXPERIENCES

Membership is about more than marketing. It's about becoming part of South Australia's fresh produce community.

Throughout the year we create opportunities for members to connect with growers, wholesalers and industry leaders while gaining insights into new products, seasonal trends and innovations.

Experiences include:

-  Meet the Grower farm visits
-  Behind-the-scenes orchard and farm tours
-  Networking with fellow retailers
-  Produce tastings and seasonal showcases
-  Industry presentations and guest speakers
-  Exclusive content opportunities

NATIONAL CAMPAIGNS

As a Pick a Local, Pick SA! member, you'll also benefit from participation in the national A Better Choice retail program, giving your business access to additional campaigns, promotional resources and national recognition.

Included opportunities

- 🏆 National Retailer of the Year Awards
- 🛒 National seasonal campaigns
- 📖 A Better Choice magazine
- 🎨 National campaign creative
- 📺 Promotional competitions
- ★ National retailer recognition
- 📱 Shared digital content



YOUR BUSINESS BECOMES PART OF A RECOGNISED NATIONAL NETWORK PROMOTING INDEPENDENT FRESH PRODUCE RETAILERS.

Choose The Membership That's Right For You

	Free	Bronze	Silver	Gold
Website Listing	✓	✓	✓	✓
POS Materials	✓	✓	✓	✓
Seasonal Campaigns			✓	✓
Merchandising Visits		Annual	Quarterly	Quarterly + Priority
Social Media Features			✓	Priority
Video Content				✓
Farm Tours			✓	✓
In-store Demonstrations			✓	Priority
Callum Member Rate			✓	✓

Membership fees can be quarterly invoiced or direct charged with the SA Credit Service. Minimum 12 month membership.





Membership Investment

FREE

Perfect for retailers wanting to get started.

BRONZE

\$10 per week

Great for retailers wanting a stronger presence.

SILVER

\$15 per week

More marketing support and greater opportunities.

GOLD

\$25 per week

Maximum exposure and exclusive benefits.

One week's membership costs less than the profit on a handful of produce sales—but provides access to a coordinated marketing program working for your business all year.

Become part of something bigger.

When you join Pick a Local, Pick SA!, you're investing in more than marketing. You're joining a network committed to supporting independent retailers, celebrating local produce and encouraging more South Australians to shop fresh.

JOIN TODAY

Join now to be included in our next seasonal campaign and receive your membership welcome pack.



Scan QR Code to complete registration

