



Media Release

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Perfection Fresh's Michael Simonetta elected as Australian Fresh Produce Alliance Chair

Members of the Australian Fresh Produce Alliance (AFPA) today elected Perfection Fresh CEO Mr Michael Simonetta as AFPA Chair.

Mr Simonetta has been CEO of Perfection Fresh, one of Australia's largest growers and marketers of fruit and vegetables, for 30 years and brings a wealth of industry experience throughout the supply chain to the role. Mr Simonetta will take over from inaugural AFPA Chair Harry Debney of Costa Group.

"During the past year, Harry Debney has been instrumental in leading the formation and creating a foundation of the AFPA. Harry has set up the AFPA for ongoing success and on behalf of the AFPA board, I would like to thank Harry for all his efforts over the past year" said Michael Simonetta, AFPA Chair.

The AFPA is made up of the largest growers in the fresh produce industry, representing half of the industry turnover annually. AFPA membership is at the CEO level of each of these businesses and advocacy from the AFPA covers a range of cross horticulture issues.

"We have only been in operation for one year and have achieved a number of outcomes including holding regular retail roundtables with major retailers to discuss packaging and food waste; creating a reference group made up of our HR General Managers to further industry employment issues; and producing a White Paper outlining a strategy to grow the value of the fresh produce industry to \$20 billion by 2030. Over the next year, we hope to continue to deliver outcomes and direction for the fresh produce industry" said Mr Simonetta.

The election of a new Chair will start a busy year for the AFPA with a strong focus on core industry issues including employment in horticulture; packaging, food waste and recycling and ongoing efforts on trade and market access.

"The AFPA has been an industry leader on cross horticulture issues that really matter to horticulture producers over the past 12 months. As a group we represent half the turnover of the Australian fresh produce industry and are looking forward to continuing to provide leadership on core industry issues" said Mr Simonetta.

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***About the AFPA** - The Australian Fresh Produce Alliance (AFPA) is made up of Australia's key fresh produce growers and suppliers. The AFPA represents half the industry turnover of the Australian fresh produce sector - \$4.5 billion of the \$9.1 billion total; 1,000 plus growers through commercial arrangements and more than 15,000 direct employees through peak harvest, and up to 25,000 in the grower network.*