

## **Fresh Produce Retailer of the Year Awards**

The WA Fresh Produce Retailer of the Year Awards are conducted by Market West and Perth Markets Group Limited (PMGL). Now in their eighteenth year, the Awards match the best of WA's top fresh fruit and vegetable retailers in a spirit of friendly yet competitive rivalry.

Market West started the awards in 2002 to recognise and reward fresh produce retailers demonstrating excellent customer service and retailing standards.

The Award categories are:

1. **WA Fresh Produce Award – Metropolitan Store.**
2. **WA Fresh Produce Award – Regional Store.**
3. **WA Fresh Produce Award for Small Store.** (floor space less than 120m<sup>2</sup>).
4. **Best Fresh Produce Section within a National Supermarket - Metropolitan.**
5. **Best Fresh Produce Section within a National Supermarket - Regional.**
6. **Best Fresh Produce Section within an Independent Supermarket - Metropolitan.**
7. **Best Fresh Produce Section within an Independent Supermarket – Regional.**
8. **'A Better Choice' Retailer Award.**

All entrants are assessed by independent judges:

- The judging criteria vary slightly between Award categories to account for the differences in their respective retailing environments.
- There are 2 rounds of judging for all stores.
  - Round 1 All Stores
  - Round 2 Top 50% of stores from round 1 to determine finalists.
- Finalists are judged a third time.
- The first round of judging is conducted in May/June.
- The second round of judging is conducted in July/August.
- The final round of judging for the finalists is held in September.

The judging criteria are reviewed regularly to ensure they remain relevant. Currently they encompass the following:

- Initial appearance of shop front (external).
- Ease of access and shopping process in the store.
- Internal appearance: cleanliness of store, effectiveness of displays.
- Management of produce quality.
- Range of fruit based on a checklist of seasonal availability.
- Range of vegetables based on a checklist of seasonal availability.
- Country of Origin Labelling (CoOL).
- Promotion of produce: nutrition information, recipes and meal solutions.
- The focus on the Customer focus and provisions of services.
- Overall assessment of store as a fresh produce retailer.
- Customer Service.
- Commercial integrity of the business to its suppliers.

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