

Woolworths extends support for SPC and fruit growers

Tuesday, 11 March 2014: Woolworths supermarkets have today announced a deal for iconic Australian fruit processor SPC Ardmona to supply all Select brand deciduous fruit for the next five years in a win for farmers, customers and the Australian economy.

It builds on a deal announced last year when Woolworths brought supply of these products back to the Australia supplier and will see tinned apricots, peaches, apples and pears supplied by SPC for the long-term.

Importantly, this new arrangement includes additional supply of tinned tomatoes for the Select range, which means even more growers stand to benefit.

Tjeerd Jegen, Managing Director of Supermarkets and Petrol, said he was pleased the \$70 million deal would give the company, their workers and growers some long term certainty.

"Woolworths is delighted to be extending this partnership with SPC to help support the company into the future. We have extended the deal on canned fruit, and added a new supply deal on tomatoes.

"We know that our customers want to buy good Australian grown products and this deal will see Woolworths Select brand tinned fruit continue to be grown in Australia by Australians.

"Following our switch to SPC supplied canned fruit, sales increased by 48 per cent. This is the first time we have seen growth in the canned fruit category for some time.

"This brings certainty to SPC and the farmers who supply our select brand so they can now invest in their businesses with the confidence of knowing Woolworths will stand beside them for the long-term.

"Woolworths will of course continue to sell SPC's brands like SPC, Goulburn Valley and Ardmona. Together this means SPC Ardmona will be Woolworths' largest supplier of tinned fruit.

SPC Managing Director Peter Kelly said the long-term partnership was very welcome news for industry, Australian growers and consumers, and important for the certainty it gives growers to start rebuilding their capacity.

"Woolworths has really embraced the fact that Aussie consumers are demanding more and more home-grown products.

"SPC is so grateful for the unprecedented loyalty being shown for our brands from everyday Australians who really do care where their food comes from," he said.

Woolworths Select Australian canned fruit is now available in Woolworths Supermarkets across the country.

For further information please contact **Woolworths Press Office** on 02 8885 1033