coles

MEDIA RELEASE

COLES STORES IN GEELONG SEEK LOCAL GROWERS AND SUPPLIERS

July 2009

Locally-based supplier Cooinda Park Hydroponics in Geelong is now working with Coles to deliver produce straight to its local Coles supermarket.

Coles hopes to expand this initiative in the region and is looking for other growers to join Cooinda Park as local suppliers. Coles invites other local growers and suppliers to contact Nicholas May at Nicholas.May@coles.com.au to discuss potential opportunities.

Shoppers at Coles Belmont can now buy tomatoes from locally-based supplier Cooinda Park Hydroponics; ensuring customers are able to support their own community and its growers.

Coles General Manager of Produce Peter Pokorny said the initiative reflects Coles' commitment to local communities and supporting Australian-made produce.

"We've worked with Cooinda Park in Geelong to ensure that their produce is a feature in the local stores," Mr Pokorny said.

"96 per cent of Coles' fresh produce is Australian grown – it makes sense to ensure that our customers in key growing regions enjoy the produce they are renowned for and are given the chance to support their local growers," he added.

Con Kamvoussoulis, Manager of Cooinda Park Hydroponics, said management and employees took great pride in being able to walk into a local Coles store and see their product on display.

"Our close proximity to Geelong and the Surf Coast enables local customers to have our fruit on their shelves within 12 to 24 hours of being picked and packed.

"The team at Cooinda Park take pride in supplying great tasting tomatoes to their local community. Our hydroponic tomatoes are grown 15 minutes from Geelong, in Torquay, where the climate is ideal for growing hydroponic tomatoes all year round."

Customers can sample tomatoes from Cooinda Park Hydroponics at an in-store sampling at Coles Belmont at 65 High St on the 25th of July from 2pm.

The fresh approach coincides with Coles' recently announced plan to use the classic 'Australian made, Australian grown' green and gold triangle/kangaroo icon in its weekly catalogues. The logos provide customers with information about the origin of their fresh food.

A range of locally grown tomatoes from Cooinda Park can be found at the Coles Belmont stores on High Street as well as at Coles stores in Waurn Ponds, Corio Village, Geelong Bay City and Geelong West. In addition, look for Coles catalogues displaying the 'locally grown' Australian-made logo.

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