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## **Coles expands commitment to Aussie-grown frozen vegies**

Coles has expanded its longstanding support for the Australian-grown frozen vegetable industry.

As of May 2012, all 30 lines in the Coles brand frozen vegetable range will be sourced from Australian farmers and packed by Simplot in Australia.

Coles merchandise director John Durkan said that Coles has expanded the range to include two new Australian grown vegie products, mixed green vegetables and baby beans.

“Coles brand is Australia’s only supermarket private label to offer 100 percent Australian-grown frozen vegetables,” Mr Durkan said.

“We first launched our Australian-grown frozen vegetable range in 2006. Since then it’s met with very strong customer support and sales growth.”

Mr Durkan said that total sales of frozen vegetables at Coles is nearly \$200 million a year, with Coles brand representing about 20% of sales, or over \$40 million annually.

Over 90 percent of the range is sourced from Tasmanian vegetable growers, representing annual sales of over \$37 million.

“At a time when most other frozen vegetable brands are being sourced from overseas, we’re very pleased that, through our partnership with Simplot, we’ve been able to continue supporting Australian vegetable growers,” Mr Durkan said.

Tasmanian Deputy Premier and Minister for Primary Industries and Water, Bryan Green, said the Coles announcement was exciting, and further cemented Tasmania’s reputation as a reliable and consistent source of high quality vegetables.

“Tasmania’s soils, climate and favourable pest and disease status support a diverse range of agricultural enterprises, and give us natural advantages that are the envy of our competitors,” Mr Green said.

“Tasmanian vegetable farmers make the most of those advantages by working hard to stay at the forefront of efficient and innovative production.

“The Tasmanian Government is pleased and proud that those efforts are being rewarded by Coles.”

According to Simplot Australia, Executive General Manager – Retail, Graham Dugdale, “We know that many consumers prefer to purchase and consume Australian grown frozen vegetables.

“While other frozen vegetable suppliers have moved their sourcing and manufacturing off shore, Simplot Australia has continued to invest in relationships with the Australian farming community and factory capability, and is now the last remaining frozen vegetable manufacturer in Australia.

“Our strategic relationship with Coles gives consumers the choice to purchase Australian grown frozen vegetables from both ‘Birds Eye’ and Coles brand.”

**Further information,  
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