



16 October 2025

Greater Shepparton City Council,
90 Welsford Street,
SHEPPARTON VIC 3630

Dear Sir/Madam,

Asia Fruit Logistica 2026

Fruit Growers Victoria (FGV) would like to once again express our support for Greater Shepparton City Council (GSCC) to have a continued presence at Asia Fruit Logistica.

As the peak industry body for Victoria's pome and stone fruit sector, FGV is dedicated to ensuring a sustainable future for growers and the broader horticulture industry. Our longstanding collaboration with GSCC plays a crucial role in promoting and strengthening the industry.

Council's presence at Asia Fruit Logistica this year was instrumental in showcasing the region and its premium produce while also providing valuable support to growers and businesses in attendance. Feedback from local growers has been overwhelmingly positive, highlighting the significant impact of Council's involvement in enhancing Shepparton's profile and driving export opportunities in Asian markets.

FGV fully supports Council having a stand and attending Asia Fruit Logistica in Hong Kong in September 2026 and its ongoing commitment to supporting the horticulture industry.

Kind Regards,

Yours sincerely,

A handwritten signature in black ink, appearing to read "Michael Crisera".



Michael Crisera
Grower Services Manager,

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16 October 2025

Greater Shepparton City Council
90 Welsford St
Shepparton
VIC 3630

To Whom It May Concern

RE: Letter of support

On behalf of Redland Premium Fruit, I am pleased to provide this letter of support for Greater Shepparton city council participation in **Asia Fruit Logistica 2026**.

We had the privilege of attending Asia Fruit Logistica in 2025 and can confidently attest to the significant value this event delivers to our industry. The expo serves as a premier platform for connecting with international buyers, suppliers, and stakeholders, fostering relationships that strengthen market access and drive growth opportunities for Australian produce.

Our involvement this year resulted in tangible benefits, including:

- **Enhanced global visibility** for our region's fresh produce.
- **Direct engagement with key decision-makers** across Asia's fruit and vegetable supply chain.
- **Market intelligence and trend insights** that inform strategic planning and innovation.

Asia Fruit Logistica is not only an opportunity to showcase our products but also a critical step in positioning our region competitively in global markets. Continued participation ensures we maintain momentum in building trade relationships and promoting the quality and reliability of Australian produce.

We strongly support Greater Shepparton city council proposal to attend Asia Fruit Logistica 2026 and believe this initiative will deliver lasting economic and reputational benefits for our industry and community.

Please do not hesitate to contact me should you require further information.

Sincerely,

**Beautiful fruit from our farms
to your fruit bowl.**

Redland Premium Fruit Pty Ltd
16 – 30 Young Street
Mooroopna VIC 3629 Australia

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Letter of support

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Yours sincerely





Letter of support