

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 its 22nd year, the awards aim to reward the best of WA's top fresh fruit and vegetable retailers in a spirit of friendly yet competitive rivalry.

Market West initiated these awards in 2002 to recognise fresh produce retailers, who support the central markets, by 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. **Best Fresh Produce Section within a National Supermarket - Metropolitan.**
4. **Best Fresh Produce Section within a National Supermarket - Regional.**
5. **Best Fresh Produce Section within an Independent Supermarket - Metropolitan.**
6. **Best Fresh Produce Section within an Independent Supermarket – Regional.**
7. **'A Better Choice' Retailer Award.**

All entrants are assessed independently by suitably qualified 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 to determine the winners in each category.
- Round 1 judging will be conducted in May.
- Round 2 judging will be conducted in June.
- The final round of judging for the finalists will be conducted in August.

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 and vegetables based on a checklist of seasonal availability.
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- Country of Origin Labelling (CoOL).
- Promotion of produce: nutrition information, recipes and meal solutions.
- The focus on the Customer and provisions of services.
- Overall assessment of store as a fresh produce retailer.
- Customer Service.
- Commercial integrity of the business to its suppliers.