



Vegetable Growers Victoria.



Notes

9-April-09

MARKET update

What the MARKETS are saying



AFTER two months of relatively strong retail sales in December and January, retail sales fell sharply in February.

There is some concern over the accuracy of the monthly retail data since a cut in resources at the Australian Bureau of Statistics has led to a lower survey level than in the past.

Anecdotal reports provide contradictory evidence as to the true state of retail trade.

A balanced assessment suggests that consumers are not on a spending spree but that retail trade is holding up better than expected given the economic circumstances.



THE Produce Marketing Association (PMA) returns to Australia this May to host its fourth annual Fresh Connections event for the Australian/New Zealand produce industry.

Held at Sydney's Hilton Hotel May 24-26, the Conference is expected to attract attendees from all sectors of the supply chain. The Conference has been expanded this year to include additional exposition time, as well as educational and networking opportunities.

Through keynote presentations and workshops, expert speakers will address consumer trends and challenges affecting the Australian and New Zealand fruit and vegetable industries, and offer strategic advice on how the industry can move forward in challenging economic times.

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