

Media Release



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South Australian Flood Appeal - Call to Action!

Over recent days, primary producers have been greatly impacted by floods with an estimated 1500 ha under water in the Northern Adelaide Plains (NAP), after the Gawler River burst its bank causing much havoc to the horticulture region. Losses in the NAP have been estimated around \$50 million. However the full extent of the devastation will remain unknown for days.



Some product lines have been affected with local supplies interrupted. Angelo Demasi from the South Australian Produce Market is urging consumers *“not to be concerned with talk about price inflation as copious product lines remain available and in plentiful supply”*. However, the impact these floods have had, and will continue to have on our local primary producers remains indisputable. Recovery is expected to take at least six months with many challenges surrounding seed volumes to reseed crops, management for surviving crops, weed and insect damage as well as widespread infrastructure damage that has occurred.

The South Australian Produce Market is dedicated to helping the South Australian horticulture community and is calling upon all industry members, businesses and general members of the public, to help raise funds that will go towards purchasing seedlings and assist in re-establishing viable crops for the future, ensuring all affected producers get back on track as soon as possible.

The South Australian Produce Market in partnership with Foodbank SA, The Horticultural Coalition of SA and AusVeg SA, are running a sector-wide industry appeal using Foodbank's charitable entity status and website as a pathway for dedicated funds collation. **To date, the South Australian Produce Market, AusVeg SA and supporters have contributed a total sum of \$22,000 to kick the fund off.** Let's get behind the affected South Australian producers who work hard to feed our state and show them our genuine support!

The option to donate to the **SA Flood Appeal** has been created on Foodbank's website:
www.foodbanksa.org.au/donate-online/

Select **“SA Flood Appeal”** on the dropdown box where it asks “I prefer my donation to go to”. For individuals without internet access wishing to make a phone (credit card) donation, the South Australian Produce Market can be contacted on 08 8349 4493. A tally will be made public with regular updates to keep everyone informed.

The South Australian Produce Market is South Australia's primary fresh produce wholesale market. Over 250,000 tonnes of fresh produce is traded between our 45 wholesalers, 60 growers and hundreds of retail operators each year, worth an estimated wholesale value of \$590 million. **AusVeg SA** is the leading body representing the interests of potatoes and vegetable producers in the state and provides growers with a united voice and strong representation with all levels of government.

Contacts:

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