



30 January 2025

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

Dear Sir/Madam,

Asia Fruit Logistica 2025

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 last 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 2025 and its ongoing commitment to supporting the horticulture industry.

Kind Regards,

Yours sincerely,

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



Fruit Growers Victoria

Michael Crisera
Grower Services Manager,

Phone: 035825 3700

Mobile: 0427239871

Email: growerservices@fgv.com.au

Fruit Growers Victoria Ltd ACN 113 584 615 ABN 39 113 584 615
PO Box 612 Mooroopna. VIC 3629
Phone: 03-5825-3700 Email: info@fgv.com.au Website: www.fgv.com.au