



AWARD WINNER: SUPPLY CHAIN CHAMPION

FRESHCARE

Industry organisation Freshcare received the Supply Chain Champion Award at BerryQuest International 2025 earlier this year.

For 25 years, Freshcare has been proudly supporting Australian fresh produce supply chains with practical, industry-owned and operated assurance standards.

Rachel Mackenzie, CEO Berries Australia, nominated Freshcare for their advocacy which ensured Australian berry growers' compliance with global food safety standards was acknowledged by government, preventing costly duplicate audits while protecting industry sustainability as part of the newly introduced Primary Production and Processing (PPP) Standards.

For 25 years, Freshcare has been quietly shaping the way Australian growers and supply chain businesses demonstrate food safety, quality, and sustainability. What began as an industry-led initiative to create a practical, affordable assurance program for Australian growers has evolved into one of the most trusted and respected certification standards in the country, now working with more than 4,600 businesses nationwide, supporting the people who make Australian horticulture, wine and supply chains thrive.

Freshcare's CEO, Jane Siebum, says the organisation's success comes down to collaboration.

"Freshcare is where it is today because of the invaluable contributions of industry members, growers, business owners, horticultural and agricultural experts, and the many stakeholders who've shared this journey with us," she said. "Their expertise, collaboration and commitment have shaped Freshcare into Australia's leading provider of certification standards."

The program has always had one clear purpose: to give Australian growers a fit-for-purpose food safety solution

built for local conditions. From soil to supermarket, Freshcare helps ensure that Australian produce is safe, sustainable and of the highest quality.

Over the years, Freshcare has continued to refine and expand its standards to meet the changing needs of both growers and customers. Its continuous improvement philosophy has driven innovations in training, digital tools, auditor support and governance, all while keeping the system practical and grounded in real-world farming operations.

"Freshcare has grown alongside Australian horticulture," says Jane.

"It's evolved from its early 'growing up' years to become an internationally benchmarked program that was built by industry, for industry."

Behind Freshcare's success is a dedicated onshore team who live and breathe the values of Australian agriculture and viticulture. They work closely with growers and businesses every day providing practical support, guidance, and expertise to help them meet their assurance goals and maintain the confidence of consumers at home and overseas.

Supporting them is a highly skilled and experienced Board, whose leadership ensures Freshcare remains accountable, transparent, and strategically focused on the future needs of Australian horticulture and wine industries.

Complementing this governance is the Freshcare Technical Steering Committee: a network of industry specialists in agriculture, food safety, sustainability, and certification. Their collective knowledge and hands-on experience ensure Freshcare's standards stay practical, credible, and relevant, reflecting the realities of Australian production while meeting the expectations of markets and regulators worldwide.

The **Supply Chain Champion Award** recognises this enduring commitment: to integrity, to collaboration, and to helping every grower, packer and supplier deliver food that's safe, sustainable, and proudly Australian.



Freshcare 25

YEARS OF TRUSTED
ASSURANCE