



Aussie Farmers Direct receives prestigious award in *BRW's* Fast Starters 2010

Aussie Farmers Direct (www.aussiefarmers.com.au), a much loved, independently owned, Australian home delivery, retail food business, has been awarded second place in the *BRW* Fast Starters 2010. In its fifth year of operation, Aussie Farmers Direct delivers 100% Australian produce direct to the doors of 70,000+ households across 5 states, by re-inventing the old fashioned service of the local 'Milkman'.

Today, Aussie Farmers Direct has been acknowledged in the *BRW* Fast Starters 2010 awards, this year moving from 3rd (2009) to 2nd place (2010) in its league tables, proving that Aussies across the country recognise the quality, value and service offered by this fast growth company.

The award showcases Aussie Farmers Direct as one of THE businesses from across the Australian economy that is making a difference not only in terms of business growth but equally in its support for Aussie farmers nationwide, the local economy and communities in which it operates, through its well organised network of franchisees, our much loved 'milkmen' and 'milk ladies'.

Braeden Lord CEO comments: "Don't underestimate the appeal of the local Milkman. Our extensive network of local franchisees is growing every day and they are the real heroes here, all working relentlessly to do what they do best, deliver more than just a product to their customers, deliver a local service that they are all passionate and proud to be a part of and it's contagious!"

From humble beginnings back in 2005, Aussie Farmers Direct has grown substantially in this time and succeeded by continuously developing and delivering on its brand promise to bring the tastiest, freshest, locally sourced, 100% Australian grown produce direct to your door, in a way that's flexible and convenient to fit around the busy lives of all its valued and loyal customers.

Aussie Farmers Directs range of fresh goods includes milk, bread, eggs, cheese, bacon, butter, coffee, water, tortillas, orange and apple juice. It also delivers the freshest fruit and vegetables, meat, chicken and *now* salmon, prawns and even seasonal lines such as hot cross buns and fresh pasta.

Deliveries are made overnight and placed into esky cooler bags left out on the doorstep by customers before 7am ensuring freshness, whilst fruit and vegetables are delivered in boxes in the afternoons.

Aussie Famers Direct now delivers to homes in capital cities such as Sydney, Melbourne, Brisbane, Perth, Canberra and also regional centres including Geelong, Ballarat and a very recent expansion into Wollongong.

For more information visit www.aussiefarmers.com.au or phone 1300 MILKMAN.

For further press information or to arrange interviews, please contact:

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Notes to Editor:

The *BRW* Fast Starters 2010 Awards puts a spotlight on the 100 fastest growing start-up businesses in Australia, young guns that are surging ahead of the competition despite tough economic conditions.

The 2010 *BRW* Fast Starters are richer, faster growing and have higher turnover and more confidence about their success than ever before.

For entrepreneurs and start-up businesses to have qualified, they must:

- Have commenced trading after June 30, 2005
- Have reported at least two fiscal years of revenue
- Have revenue of more than \$500,000 in 2008-09
- Have more than one main customer (the bulk of revenue must not be from government grants or other start-up-funding)
- Be Australian - not a subsidiary of a multinational
- Revenue for 2008-09 must be more than 2007-08