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Old method finds new market

By **GEMMA GADD**

AUSSIE Farmers Direct has expanded their product line to include meat.

Using the slogan "bringing back the milkman", the independently owned company has added soy products, meat and semi-prepared meals to its range of dairy products and fresh fruit and vegetables delivered directly to the customer.

For the company — which prides itself on personal service

and 100 per cent Australian products — adding meat, soy milk and other new products to the range made sense, chief executive officer, Braeden Lord said.

"Right from the inception, there was a clear plan to broaden the range to make us real fresh food experts in home delivery," Mr Lord said.

"Our customers love the convenience. Convenience is what really drives the underlying value to our service and the fact we're all-Australian gives

people comfort about the quality and freshness," Mr Lord said.

Its dedication to servicing customer needs — the company surveys 3000 customers monthly — has seen Aussie Farmers Direct grow its customer base to 77,000 households and businesses in five years — an achievement which earned it second place on *BRW*'s prestigious Fast Starters list for 2010.

Mr Lord attributes the company's success to its unique ad-

vantage over traditional retailers.

"We are very much market driven. The great thing about our business is that every customer is a regular customer."

By taking out the middleman, Aussie Farmers Direct can offer buyers a competitive price and provide suppliers with an alternative marketing avenue.

"For smaller suppliers, we provide a direct way to reach the customers without discounting their product."



Expanding: Aussie Farmers Direct chief executive Braeden Lord with some of the products they sell