



# Fresh savings

**Perishables | Marion Joseph**

**G**ROWING numbers of families have the choice of helping Victoria's farmers whose crops can be pulled from the ground and delivered to the front door the very next day.

So what is there to know about buying direct from the farmer?

Aussie Farmers Direct CEO Braeden Lord said the company started with the aim of supporting the local farming community.

"It is about bringing Australian manufacturing and great quality to the doorsteps of the urban community," Mr Lord said.

"The freshness and the fact it's incredibly convenient, the short travel distances and time that it takes to get to customers means a

fresher, better quality product at highly competitive prices."

The company delivers essentials like dairy, eggs, bacon and bread to about 37,000 Victorian families each week.

He said broccoli from Werribee could be cut and delivered to the warehouse on the very same day – and be on the dinner plate by 5pm the following day.

"It's not spent time in a holding bay out the back and because of that freshness, there is less wastage. It will still be fresh a week later," Mr Lord said.

For those who want to buy in bulk, East Gippsland farmer John Buxton has the answer.

His business, Buxton Beef, provides an entire side of beef or a

half side for \$12 to \$14 a kg. At retail prices, beef can cost \$18 or more.

Mr Buxton said that when his customers bought from him in the cattle season from late February to early May, an order could last a family of four more than six months.

"It's an opportunity to buy high-quality grass-fed beef directly from the farmer and it's cut and packed according to the cooking method and eating quality," Mr Buxton said.

Metropolitan Melbourne customers can pick up their orders at Polkinghorne's butcher in Albert Park.



**TIPS AND BENEFITS**

- Get it delivered to your door and save trips to the supermarket.
- The freshness can make your perishables last longer, that is, broccoli can be harvested today and delivered to your door the next day.
- Understand your consumption patterns before you order.
- If you're time poor, knowing you're getting a delivery at the same time every week can cut wasted time at the supermarket.
- Buy in bulk direct from farmers if you have the space, it can save a family hundreds of dollars a year.
- Understand where your produce comes from. Buy direct to support local farmers, save money and time.
- Go to [aussiefarmers.com.au](http://aussiefarmers.com.au) or call 1300 MILKMAN or email Buxton Beef at [jcbuxton3@bigpond.com](mailto:jcbuxton3@bigpond.com)

**TELL US YOUR TIPS**

Got a great tip on smart shopping? Tell us at [josephm@leadernewspapers.com.au](mailto:josephm@leadernewspapers.com.au)