



# Old-fashioned delivery brings home the bacon

**NIGEL AUSTIN**  
RURAL EDITOR

AUSSIE Farmers Direct, Australia's fastest-growing franchise, is bringing its old-style, fresh-food home delivery service to Adelaide next month.

The company is starting its own operations centre in Adelaide with 25 employees. It has at least two franchisees and will offer 10 more franchise positions.

The first SA franchisees, Modbury couple Bruce and Kim Smith, will begin delivering products in the Modbury region next month.

"We are looking forward to building our own business, supporting the community

and encouraging South Australians to support Australian products," Mr Smith said.

"We have always wanted to run a business of our own – one which we can develop and grow."

Mr Smith said he was pleased to be his own boss with all the flexibility that it brought.

Aussie Farmers Direct's next 10 Adelaide franchises will include an exclusive area, guaranteed customer base, ongoing training and full back-end management and support.

Aussie Farmers' turnover

has raced to \$100 million a year since starting in 2005.

It has 77,000 customers in five states.

Chief executive Braeden Lord said the independently owned business was committed to delivering the best-quality Australian food and reinventing the old-fashioned service of the milkman.

"Don't underestimate the appeal of the local milkman," Mr Lord said. "Our extensive network of local franchisees is growing every day and they are the real heroes here, working relentlessly to do what they do best."

Aussie Farmers' range includes milk, bread, eggs, cheese, bacon, butter, coffee, water, tortillas, juice and fruit and vegetables.

Deliveries are made overnight and placed in doorstep cooler bags to ensure freshness. Fruit and vegetables are delivered in boxes in the afternoons.

For information, contact Devin Killian (03) 9015 9144 or email [devinkillian@aussiefarmers.com.au](mailto:devinkillian@aussiefarmers.com.au) or visit [www.aussiefarmers.com.au](http://www.aussiefarmers.com.au)



**FLEXIBILITY:** Kim and Bruce Smith with the fresh produce that is being brought to the door