



In tough times, the 'milko' delivers

As grocery prices continue their upward climb, more Australian families in search of a better deal are reverting to the good old days of the milkman.

Recent Australian Bureau of Statistics figures show the price of a two litre bottle of milk has increased by 11 per cent in 12 months, while bread prices have jumped by nine per cent in the same period.

Meanwhile, door-to-door grocery provider, Aussie Farmers Direct, has reported astonishing growth over the past year.

In just three years, the company has established 70 franchises across Victoria, NSW and Queensland.

CEO Braeden Lord describes their recent

success as "a sign of the times". He adds: "The success can partly be attributed to the fact that consumers are increasingly on the hunt for the freshest produce, at the most competitive price.

"By satisfying consumer needs in these tight economic times, the milkman has become the unsung hero of Australian families."

Low overheads and a strong network have enabled the company to offer consumers the grocery essentials, plus fresh fruit and vegetables, at a cheaper price than the major supermarket brands.

As nearly 85 per cent of groceries purchased within Australia are made by foreign-owned companies,

Aussie Farmers Direct customers are also attracted by the company's emphasis on local produce.

"We are proud to support the Australian economy by encouraging the purchasing of only Australian made and owned products," Mr Lord says.

Mother of two, Kaye Adamson, is one of the growing numbers of Australian waving goodbye to supermarket shopping through using Aussie Farmers Direct.

"This service is a brilliant alternative to packing the kids in the car and driving all the way to the supermarket just for milk and bread," she says.

Consumer demand for quality Australian-owned products at competitive

prices and the convenience of a free home delivery service are the keys to the Aussie Farmers Direct business model and as a result, have boosted the popularity of their franchises.

The company's franchise owners are given an exclusive territory and a complete end-to-end system. Everything from customer acquisition and management to billing service and debt management is provided.

This system keeps all the aspects of the back end management process under one roof, enabling a smooth operating procedure to be implemented and controlled across each state as the company expands across Australia.

