

# Spade & Barrow



## just the facts

At Spade & Barrow **we love fruit & vegetables...**

ALL fruit & vegetables – big, small, curly, wonky and straight.

We really care about the people that grow them – our farmers – and we are committed to helping our farmers, stay on their land.

The team at Spade & Barrow believe in a fair and equitable food system, one where farmers receive a fair price for their fabulous produce and our customers are given the opportunity to purchase this produce, super fresh, direct from the farms, delivered to their door at great prices – in fact our customers have told us they are saving up to 40% on their fresh produce bill since they switched to Spade & Barrow as their supplier!

## So How Does It Work?

Well at Spade & Barrow we view food that is deemed by major retailers as aesthetically imperfect not as cause for despair, but as a beautiful, valuable, front & centre star



which we have renamed Natures Grade produce because it is food as nature intended, after all not every carrot can be a supermodel!

We advocate for a direct plough approach where farmers are able to harvest their entire crop irrespective of size and shape - *which is great news for the environment and our farmers and customers pockets!* This produce is then brought to our warehouse and sorted so that you, our customers, are given the opportunity to choose what type of produce you would like. If you would like to purchase a big bag of mixed size onions at a significant discount of up to 40% off the price of uniform sized onions – you can!

Spade & Barrow takes two indigestible problems – an exodus of small farmers from the land and food going unnecessarily to waste and combines them all into one delicious, digestible solution – Australia's first social wholesale food business.

We deliver a top quality wholesale service across Geelong and Melbourne so call us today for our price list – we guarantee you won't be disappointed!

Thank you. Together we can create a fairer food system.



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## What is Natures Grade?

The simple answer is...

...it's food as nature intended.

Spade & Barrow endeavours to purchase the entire crop - big apples, small apples, and rosy apples - we don't discriminate! We're a wholesale business with a whole new way of doing business.

We offer mixed bags and boxes of top notch, super fresh produce which is great news for the farmer, the environment and our customers!

Spade & Barrow values our farmers and we're committed to selling as much Nature's Grade as we can. We are working directly with a variety of farmers, large and small to procure Nature's Grade, because we know it's the sensible choice, we know its Food as Nature Intended.

Spade & Barrow procures over 85% of fruit and vegetables directly from the farmer. Our current Nature's Grade range includes: Apples, Avocados, Bananas, Cantaloupe, Lemons, Mandarins, Oranges, Pears, Pineapples, Strawberries, Asparagus, Beans, Beetroot, Broccoli, Capsicum, Carrots, Cauliflower, Celery, Cucumbers, Eggplant, Fennel, Leeks, Iceberg Lettuce, Onions, Parsnips and Potatoes, Pumpkin, Zucchini and other seasonal produce.

Some of our amazing apples come directly from Yarra Valley. These beautiful Nature's Grade apples are what you want in an apple - crisp and delicious. Kevin 'The Colonel' Sanders and his two brothers Robert and Peter, alongside their dad, Hugh, have been growing Aussie apples for over 40 years. The Sanders clan really know their apples.

You'll find the brothers getting out amongst the trees to understand exactly what's happening on the branches.



"When you walk around the farm you can tell what needs attention straight away. The best fertiliser you can distribute on your farm is your footprint. You need to see your crop; you can't run a farm from an office."

Our mission is to keep Australian farmers on their land - Gavin Phillips is one of those farmers. Gavin's family have owned the farm for generations. Gavin grows delicious veggies on his 35 acre market garden farm in Bendigo but he has been facing headwinds from every direction for many years. The constant pressure for lower prices, climate change and rising water prices are taking their toll. Sadly this resulted in Gavin being unable to harvest his parsnips and turnips, so Spade & Barrow's Community Harvest program stepped up to help.

Community Harvest was designed to support farmers who are unable to harvest their crops due to financial hardship. Volunteers harvest, pack and transport the entire plough back to Melbourne where it can then be offered for sale to our customers who, in turn, receive amazing produce, amazing value and an amazing story to share with their customers. Community Harvest is a non-profit program, every dollar raised from sales goes directly back to the farm.