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Goodness Grown and Premier Fresh Australia inks Marketing & Distribution Partnership

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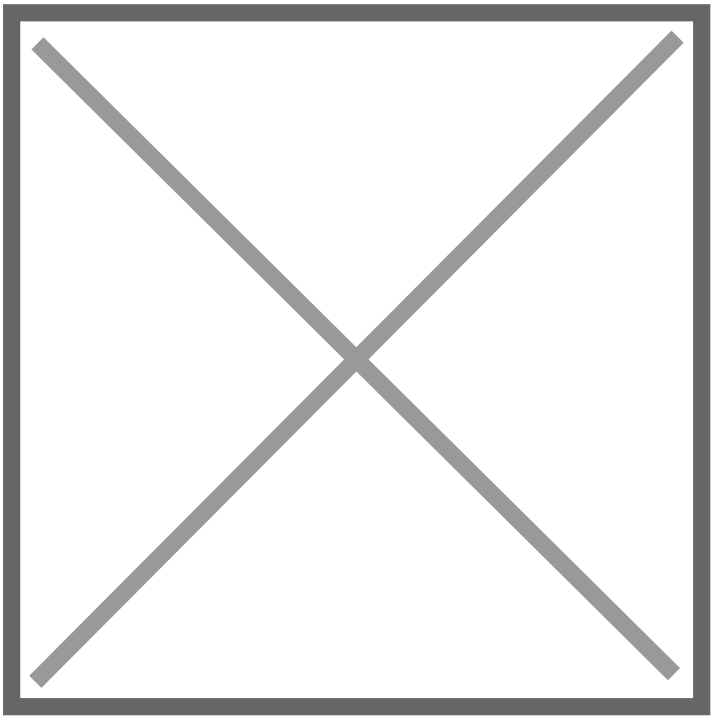
Strategic Partnership to Market & Distribute Glasshouse Grown Tomatoes from Tongala, VICGoodness Grown (GG), a newly established tomato farming business with a 20 hectare, state of the art and ultra modern glasshouse, is excited to announce a strategic marketing & distribution partnership with Premier Fresh Australia (Premier), one of Australiaâ??s leading fresh produce supply chain companies. This partnership will ensure consistent quality and availability of Goodness Grownâ??s locally grown tomatoesacross Australia, providing customers with reliable access to fresh produce through Premierâ??s extensive marketing & distribution network. Production is expected to commence in late 2025.



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Through the partnership, Premier will provide marketing & technical support and manage the distribution of GGâ??s tomatoes to customers throughout Australia. This partnership brings together GGâ??s commitment to producing sustainably grown, high- quality tomatoes with Premierâ??s trusted expertise in delivering fresh produce to market.



"We are thrilled to partner with Premier Fresh Australia to bring our premium tomatoes to homes across Australia," said Paul Geurtsen, Managing Director of Goodness Grown. "This partnership allows us to have expertise & focus on each critical part of the supply chain, ensuring our tomatoes reach consumers quickly
and efficiently, while maintaining the freshness and quality we will be known for."

Premierâ??s deep-rooted experience in the fresh produce supply chain, strong market presence and year-round operations, positions the company as an ideal partner for Goodness Grown.

"Goodness Grown is investing in the future of sustainable, high-quality agriculture, and we are excited to support their growth," said Anthony Di Pietro, CEO of Premier Fresh Australia.