

PARTNERSHIPS KIT | 2026

A better
choice!®

Your partner in
growing brands
& *customer loyalty*

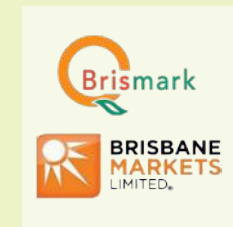


A better choice!

'A better choice!' is a not-for-profit joint initiative by Fresh Markets Australia (FMA) and the Central Markets Association of Australia (CMAA).

Together, we proudly support over 800 independent retailers nationwide, who provide fresh produce to Australians year-round.

Mission: To inspire consumption of fresh produce through independent retailers to sustain Australia's central market system for future generations.



The better choice ADVANTAGE

Why Partner with Us?

By combining national reach, engaging campaigns, and impactful in-store activity (activations, samplings, etc), '**A better choice!**' offers an unmatched platform for growing your brand. Here's what sets us apart:

Measurable Impact

Boost awareness, trust, and sales with proven strategies, and national store network of 800+ member stores.

Direct Connections

Engage consumers through omni channel marketing in-store and online.

Tailored Solutions for Your Brand



SEASONAL MAGAZINE



SAMPLING



ACTIVATIONS



SOCIAL MEDIA



ADVERTISING & ADVERTORIALS



ADDED VALUE

Partners



From trial to TRUST



Activations

- Branded point-of-sale materials and display installation.
- Creative consumer promotions including colouring competitions and branded stickers.
- Engaging retailer promotions including display and merchandising competitions.



Sampling

- Personalised in-store tasting demonstrations showcasing your products.
- Customised surveys, gathering product data and consumer sentiment.
- Branded point-of-sale production and bespoke asset development.



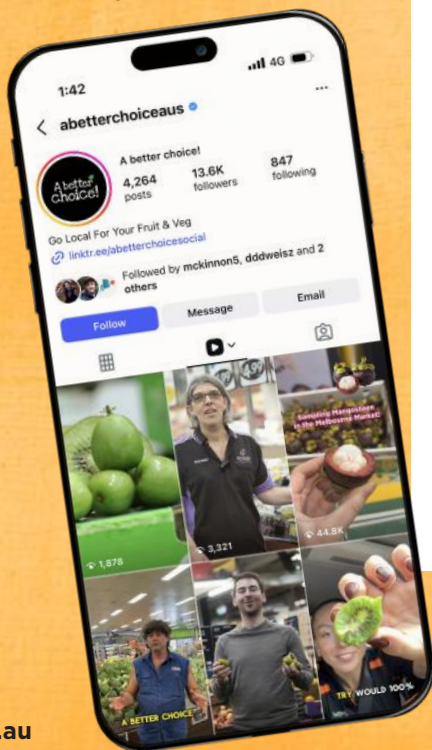
Seasonal Magazine

- Distributed to over 800 retailers nationwide.
- Features engaging recipes and educational content, showcasing seasonal, locally grown produce.
- Promoted via digital platforms, including the 'A better choice!' website (60k users per month) and 250k social media followers.

Connecting with audiences NATIONWIDE

Social Media & Digital Reach

- Dynamic campaigns through 266k social media followers.
- Interactive and educational posts, competitions, and content that resonate with consumers.
- High-traffic website and email campaigns maximising reach and visibility.



www.abetterchoice.com.au

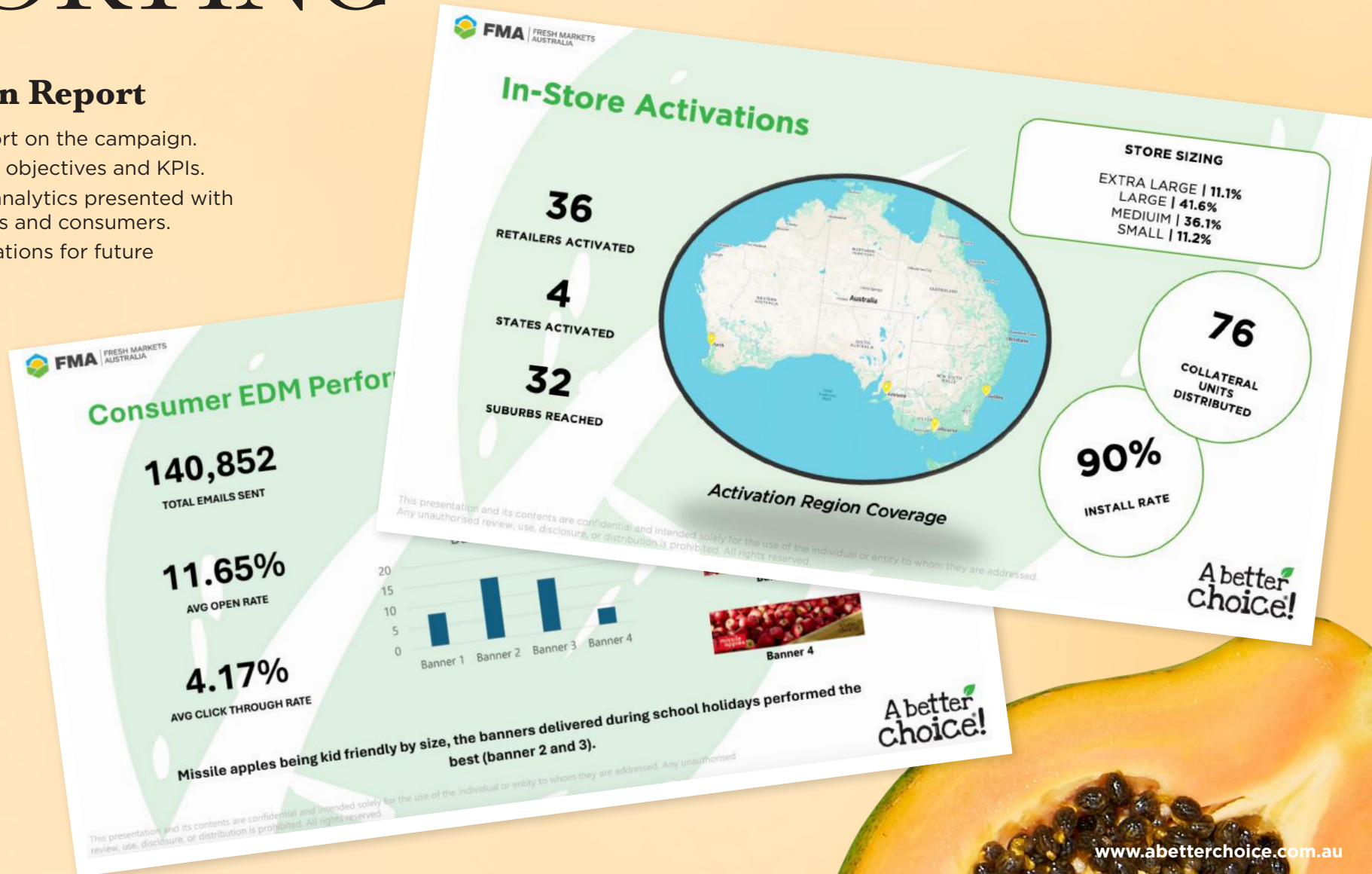
SOCIAL MEDIA	EDM	WEBSITE	IN-STORE
 1,629 TOTAL SOCIAL POSTS	 64,000 CONTACTS IN MAILING DATABASE	 295,989 WEBSITE VIEWS	 1,600 IN-STORE ACTIVATIONS
 266,000 FOLLOWERS ON SOCIAL	 14% AVERAGE OPEN RATE PER EDM	 83,550 STORE LOCATOR INTERACTIONS	 300+* SAMPLINGS
 A BETTER CHOICE SOCIAL CHANNELS	 8% AVERAGE CLICK THROUGH RATE FROM EDMs SENT	 20,000 DIGITAL MAGAZINE READERSHIP	 1,500+ COLOURING COMPETITION ENTRIES



Campaign REPORTING

Post Campaign Report

- A comprehensive report on the campaign.
- A recap of the desired objectives and KPIs.
- Detailed surveys and analytics presented with feedback from retailers and consumers.
- Suggestions and alterations for future campaigns.



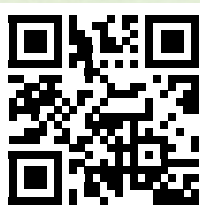
Partnerships IN ACTION



Queen Garnet Activation

In partnership with Nutrafruit, **A better choice!** activated the South Melbourne Markets, hosting a cooking demonstration that promoted the Queen Garnet plum. Chef George Diakomichalis prepared two delicious dishes and educated an audience on the versatility and health benefits of Queen Garnet.

A better choice! captured the day on film and produced a post-event video, take a look by scanning the QR code below.




Watch here



Hort Innovation Retail Merchandising Program

In partnership with Hort Innovation, **'A better choice!'** conducted over 500 store audits throughout December and January, inspecting and reporting on the quality of stone fruit and cherries in Australian independent retailers.

This initiative allowed for the collation of large data sets focusing on storage, handling, presentation, availability, and quality of produce. This initiative allowed **'A better choice!'** members to provide training and advice to staff who may benefit from a refresh on best industry merchandising practices.



Partner WITH US

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 [abetterchoiceaus](https://www.facebook.com/abetterchoiceaus)

 [a.better.choice](https://www.tiktok.com/@a.better.choice)

 [@abetterchoice1739](https://www.youtube.com/@abetterchoice1739)

 www.abetterchoice.com.au

“As a small business, we often don’t have the time or marketing resources to constantly create campaigns, so to be a part of a program that helps us to reach a wider audience is beneficial.

I hope ‘A better choice!’ continues to support independent retailer stores.”

Justin, Coltivare Camberwell

“With the help of ‘A better choice!’; their social media presence, seasonal magazines and community competitions, shopping at your local greengrocer has become more of a go-to.

How lucky are we to have ‘A better choice!’ advocating and supporting our industry.”

Luise, Arnold’s

CONNECT WITH US

Contact **Bailey Edgley-Fletcher** for all advertising & partnership enquiries:

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www.abetterchoice.com.au



THANK YOU

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