

Farmers Pick. The Melbourne start-up on a mission to help Aussie farmers affected by food waste.

They're dishing up perfectly imperfect fruit and veg boxes delivered fresh from the farm to your door.

Not all heroes wear capes. Sometimes, they are the guys who are simply trying to do their bit to make Australia a better place. This environmentally conscious start-up is on a mission to combat food waste that costs the Australian economy \$20 billion per year. So far, they've found a home for more than 20 tonnes of fresh fruit and veggies. And they're just getting started.

Introducing Farmers Pick. Melbourne's freshest produce delivery service that is bringing you weird and wonderful, fun and bendy, blemished and oddly shaped seasonal produce, direct from the farm to your door. They also offer a culinary adventure in every box with a variety of produce in all shapes and sizes celebrating the wonder of Mother Nature all as a convenient subscription model service.

Farmers Pick have teamed up with farmers across the country who are in desperate need of a solution to salvage around 25% of their harvested crops that are being wasted due to being rejected by leading supermarkets based on their appearance. The result of this rejection is that millions of tonnes of perfectly imperfect food never leave the farm or is taken to landfill each year.

Farmers Pick co-founders, Josh Ball and Josh Brookes-Duncan, knew that there had to be a way to help. Their passion for the Australian land and people drove them to creatively develop the Farmers Pick concept to help bridge the gap between Aussie farmers and people. The idea began back at the beginning of COVID on a walk through the supermarket, "...that's when we observed how perfect every piece of produce was. We asked one another, "What happens to the curly ones?". Nights of researching and some mornings talking to growers at farmers markets, it became clear how big of a problem we had stumbled upon. That's when Farmer's Pick was born, and it has become our mission to find these little guys a home."

Every Farmers Pick box is filled with fresh seasonal produce direct from farmers. The produce varies week-to-week ensuring a good variety in every box, revolutionising the way we currently get our five-a-day! Farmers Pick also caters to all living arrangements, from singles to family's portion sizes, ensuring affordability and value for money is achieved with boxes starting from \$35 with free delivery on all orders.

Currently, up to 5 million Australians are experiencing food insecurity. As part of their commitment to help Victorians reduce their weekly food bills and have access to nutritious and fresh food, Farmers Pick has partnered with Melbourne based Alex Makes Meals, who prepare and deliver warm and nourishing meals to Victorians who need it most, by donating up to 7 meals for every box sold. Founder and fellow Aussie super-hero, Alex Dekker, shares his optimism in joining forces with Farmers Pick, "We are super excited to be working with Farmers Pick...Having Farmers Pick provide fresh produce for all of our food packages is a big part of achieving this goal. We're thrilled to be working with another entrepreneurial company who are making a difference in our community."

They've even covered the challenge of what to cook with exciting new recipes created by renowned New York City chef and fellow philanthropist, Curtis Beisser, who is dedicated to serving delicious recipes that can be made at home.

Each year we waste around 7.3 million tonnes of food – this wastage equates to about 300kg per person or one in five bags of groceries. Every Farmers Pick box you buy supports farmers, saves fresh produce from landfill and donates meals to those in need. They're on a mission to make a difference for a better future – what's not to love!

To learn more about Farmers Pick fresh produce boxes or to try one for yourself, visit their website <https://www.farmerspicks.com.au/>

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For all interviews enquiries with Founders, Josh Ball & Josh Brooks-Duncan, media enquiries and more information about Farmer Pick and combating food waste in Australia, please contact:

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