



MEDIA RELEASE

Fruit Growers Victoria to Partner with Greater Shepparton City Council at Asia Fruit Logistica 2026

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Fruit Growers Victoria (FGV) is pleased to announce it will once again partner with Greater Shepparton City Council to participate in Asia Fruit Logistica 2026, one of the world's leading fresh produce trade exhibitions.

The event attracts thousands of buyers, exporters, retailers, logistics providers and industry leaders from across the globe, providing a major platform to profile Victorian-grown fruit to key Asian markets.

FGV has joined forces with Greater Shepparton City Council at this event since 2022, hosting a trade stand and networking opportunities to promote the region's premium fruit, connect with international trade partners, and advance new market opportunities for local producers.

FGV Chair Mitchell McNab said the organisation was proud to again partner with Greater Shepparton City Council to represent Victorian growers on the international stage.

"Asia Fruit Logistica is a fantastic opportunity to showcase the quality of our growers and the strength of our region," Mr McNab said.

"We're excited to be participating again and building on the relationships and momentum created this year. I'd like to thank Greater Shepparton City Council and Mayor Shane Sali for their ongoing support of our industry and their commitment to growing export opportunities for local producers."

Greater Shepparton is one of Australia's key horticultural regions, producing a significant share of the nation's apples, pears, cherries and stonefruit. Participation in major trade events such as Asia Fruit Logistica helps raise the profile of the region and support new and existing export pathways.

FGV will continue to work closely with Council and industry partners in the lead-up to the 2026 event to ensure Victorian fruit remains front-of-mind with international buyers.

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