Woolworths' Australian First Sourcing Policy for Fresh Fruit and Vegetables

At Woolworths, we're committed to picking fresh Australian fruit and vegetables first. Our Australian first fresh sourcing policy means that we aim to select fresh home grown fruit and vegetables wherever possible.To put this into perspective, 96% of our fresh fruit and vegetables come from right here.

We sometimes have to look further afield because:

- the product might not be in season;
- the product isn't grown here, for example, drinking coconuts;
- there simply isn't enough to meet Australian customer demand (including due to seasonal and supply challenges).

For us, fresh home grown fruit and veg from our Aussie farming community comes first wherever possible.

We're proud to have this Australian first fresh sourcing policy. We've developed these helpful supply charts, which will tell you where your fresh fruit and vegetables come from throughout the year.

1 Woolworths Way, Bella Vista, NSW 2153
PO Box 8000, Baulkham Hills, NSW 2153 Australia
Telephone 02 8885 0000 Facsimile 02 8885 0001 ABN 88 000 014 675
woolworths.com.au