



Your Business is Food

SUNCOAST FRESH CASE STUDY

OVERVIEW

Suncoast Fresh is a cutting edge fruit and vegetable wholesalers based in Byron Bay and South East Queensland, supplying to a wide range of clients across the foodservice and hospitality industry. They work closely with businesses to deliver a paddock to plate wholesale fruit and veggie solution to meet the evolving demands of the region's hospitality industry.

The business opened its Byron Bay operations in 2015, with a strong focus on sourcing the best produce, getting the best deals and keeping up to date with what's in season or in short supply.



“A downturn of 80% in our business in the first few weeks meant we need to quickly redefine ourselves to survive. We now offer a fresh produce solution to suit our community's needs in COVID times and beyond”

IMPACT OF COVID-19

Restrictions imposed by the novel coronavirus required the Suncoast Fresh team to reassess how they did business. Disruption to food distribution through reduced demand from the hospitality sector and restrictions around safe delivery led to some quick changes in business practice to maintain operations and satisfy the newly emerging demands of the local community.



HOW SUNCOAST ADAPTED



The early stages of lockdown resulted in a sudden and unavoidable surplus of produce due to widespread closure across the hospitality sector. Redistribution and donations to local food relief agencies above and beyond regular donations, ensured that food ended up where it was most needed and not in landfill.

Better utilization of refrigeration capacity allowed improved preservation of produce and less wastage particularly in the early stages when supply outstripped demand.

After a short period of adjustment and by diversifying and supplying food to other sectors not normally serviced including home delivery and retail, Suncoast Fresh was able to move forward, creating new markets and a new business model, which increased demand for many items.

A new product line was created – the fresh produce and grocery food box. The high demand and quick turn over of the food boxes, got the business back on track and in turn had a positive impact on the available market for local producers.



KEY OUTCOMES

- A new and growing market in home delivery and retail
- Ordering online made easy with the Suncoast Fresh App
- 'Click and collect' contactless pick up service for local customers
- Supporting other businesses by expanding the range of additional items available e.g. milk, muesli, honey
- Securing market access for local farmers
- Donating additional surplus food including:
 - participation in Oz Harvest initiative enabling customers to 'pay forward' a food box to someone in need
 - contributing produce to assist with food aid boxes for unemployed chefs
 - provided excess food to NE Waste which was cooked up and provided to charities
 - donation to the 'furry, four-legged residents' of Australia Zoo.

SUNCOAST FRESH TAKE-HOME MESSAGES



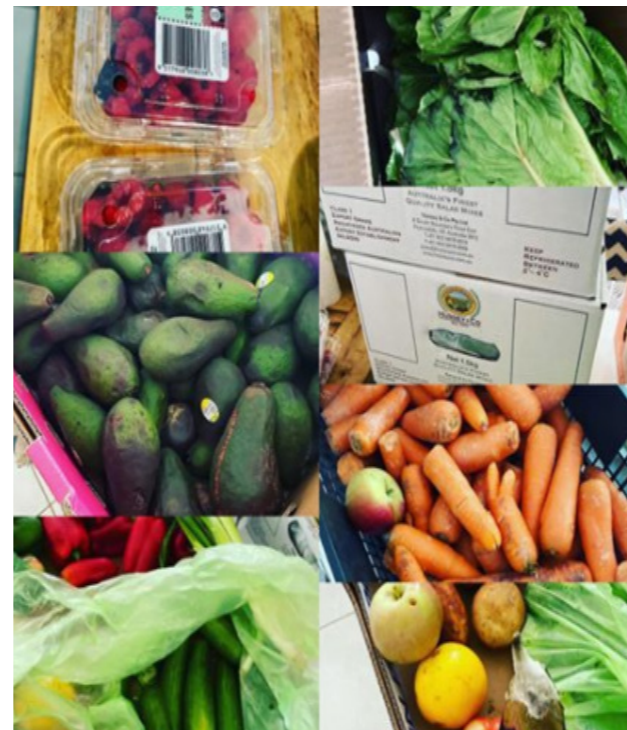
Reassessment and changes to our operations has ultimately lead to greater efficiencies and less waste



Partnerships developed in response to COVID have enabled our business to expand our regular food donation to those in need



Adapting is essential to keep your business growing by better serving the needs of your community



OTHER WASTE MINIMISATION INITIATIVES

Avoiding plastic packaging (in compliance with Food Safety Standards)

Reusing and recycling delivery boxes.

Picking up produce from local grower as part of delivery runs.

Composting green waste.

GET INVOLVED

Our free Your Business is Food program is designed to help businesses waste less food and improve profits.

Join us at newaste.org.au/ybif



This project is a NSW Department of Planning, Industry and Environment, Waste Less Recycle More initiative funded from the waste levy.