

# PARTNERING WITH Queensland Fruit & Vegetable Growers

**QFVG is the state industry body representing Queensland's commercial fruit, vegetable, and nut growers. We pull together the voices of over 100 commodities across all Queensland growing regions to provide a loud, strong, and unified voice to government and other stakeholders.**

At QFVG we:

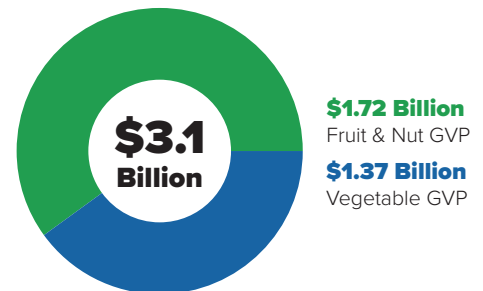
- Provide strong advocacy for members and the wider industry. A key initiative in 2024 is our *We Give A Fork* campaign ([www.wegiveafork.com.au](http://www.wegiveafork.com.au)).
- Act as a hub for news and information.
- Represent member interests through membership of key state and national bodies.
- Provide workplace relations support.
- Support members with additional services such as wellbeing counselling.
- Deliver grower focused projects through our dedicated delivery arm, Growcom.

## OUR MEMBERS & INDUSTRY

Queensland Horticulture is a \$3 billion industry employing up to 25,000 people annually and is a major contributor to rural and regional communities.

Our Grower members operate businesses ranging from family farms to multi-site national corporations. Members also include groups and associations that are made up of growers from specific regions or commodities.

Our engagement reach extends beyond our members to the wider agriculture sector via our various services, communication channels and our advocacy and policy work.



Gross value of production (GVP) for Queensland horticulture at farmgate FY 2022.

## OUR PARTNERSHIP MODEL

QFVG values collaborative partnerships which benefit the Partner and our growers, and contribute to our work of supporting and advocating for a thriving horticultural industry. Each partnership arrangement is different, but our 2024 partnership strategy creates three basic categories.



**Partners Who Care** is used to highlight the significance of our key strategic partners.

We work closely with each Partner Who Cares to design a program of work that best suits their business needs, this generally includes a member rebate or discount which is promoted through our **Member Rewards** program.



**QFVG Supporters** is an annual sponsorship allowing businesses to show support for QFVG and its members.

QFVG Supporters receive all member communication, website and social media acknowledgement, the right to promote their support and importantly a relationship through which other opportunities can be explored. We encourage QFVG Supporters to participate in **Member Rewards**.



**Member Rewards** connects QFVG members with businesses who would like to extend a discount or other benefit.

Offers are promoted as a collective with details available behind member payroll if required. Check it out: [www.qfvg.com.au/member-rewards](http://www.qfvg.com.au/member-rewards)

## IF YOU WOULD LIKE TO KNOW MORE, PLEASE GET IN TOUCH

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