



Work with the passionate, produce marketing experts to sell your passionfruit across the world. Fresh Direct partners with growers to sell fresh produce across New Zealand while its sister company JP Exports takes New Zealand produce to the world.

About Fresh Direct

100% New Zealand owned and operated, Fresh Direct specialises at domestic produce sales while its sister company JP Exports focuses on exporting produce to the world. We work to understand each growers' unique requirements and utilise innovation, consumer marketing and our international network to maximise opportunities.



National Passionfruit Distribution

Fresh Direct has branches in Auckland, Tauranga, Wellington, Nelson and Christchurch. We supply all the major supermarkets, retailers and food service providers. Fresh Direct's distribution strength allows us to organise marketing solutions for your entire crop.



Compliance & Certification

Our Compliance Team actively assists new growers to gain all necessary accreditation for both local and international sales. We subsidize the cost of registration for Global Gap and help to make the whole process easy. Information packs are available to new growers as requested.



Simon Tallon - National Account Manager

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Simon has been in the industry around 17 years and has a broad produce experience predominantly with a fruit focus, in particular berryfruit, summerfruit and sub-tropicals. He oversees the domestic fruit business for Fresh Direct and also heads up the account for one of NZ's largest retailers.

Fraser Gibbs - Trader

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Fraser has had a long and diverse produce career having been in the industry for 41 years. He oversees the sales of sub-tropicals amongst other categories at Fresh Direct's market floor in Auckland. He has a proven record of achieving consistent results providing growers security, confidence and guaranteed net pricing for their crops.