



Which apple is better for you?

Here's a case where you shouldn't compare apples with apples. Or oranges with oranges for that matter. Or even pies with pies.

You see the apple on the left is from the Adelaide Hills and the one on the right has come via air freight to Australian shores then traveled overland to Adelaide.

So which one is better for you? The freshest one of course, but there's more to it than that.

The apple on the left, from the Adelaide Hills employs a person to pick it, another to pack it, another to transport it and yet another to receive it, display it and sell it to you.

Along the way, that apple has been feeding our economy before it even gets to your mouth. That's what happens

every time you buy South Australian produce and products. They create jobs, industries, livelihoods and a future for South Australians. That spending power then generates new business investment that broadens our skills and grows our economy even more.

Just one apple, just one pear, just one pie, just one pair of boots can have an amazing effect. When you have a choice at the supermarket or your local retailer, look for South Australian goods.

Ironically, they're in demand all over the world because they're the very best. The whole world buys South Australian products, from olive oil to seafood and wine in between. Buy South Australian. It's better for you.

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