FOR IMMEDIATE RELEASE
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Drakes Supermarkets stands by local farmers with 'Farmer Fridays' Initiative

In a commitment to support farmers in the Murray Mallee / Murraylands region Drakes Supermarkets is proud to announce the launch of 'Farmer Fridays' at its Murray Bridge store. Commencing Friday 13th of December, this initiative will provide farmers impacted by the severe drought with a discount on their purchases every Friday.

The Murray Mallee / Murraylands region has been heavily affected by extended dry periods, which have reduced water levels in major dams and severely impacted farming productivity. Farmers in the region have faced two consecutive years of drought, leading to financial hardship and placing additional strain on local businesses and community organisations. This initiative is part of Drakes' ongoing mission to support local communities and provide tangible assistance during challenging times.

Drakes Director, John-Paul Drakes says "South Australia has the best produce in the world, and our farmers are the absolute lifeblood of this great country. Those in the Murray region have had it harder than others in the last few years with floods, fires and everything in between - Farmer Fridays is the least we could do to help support those who keep us fed".

Drakes Murray Bridge Store Manager, Randall Meyers commented on the initiative, saying: "At Drakes, we understand the critical role that farmers play in feeding and sustaining our communities. Farmer Fridays is a small way for us to show our gratitude and stand in solidarity with those who are enduring the impacts of these severe drought conditions."

This initiative will be trialled at Drakes Murray Bridge, a community deeply connected to the agricultural sector, with the potential to extend to other regional locations such as Port Lincoln, Yorke Peninsula and Kangaroo Island, all of which have strong ties to farming and primary production.

Drakes invites farmers in the region to visit the Murray Bridge store and take advantage of this initiative. To qualify for the discount, eligible customers will need to present proof of their involvement in farming, such as a primary producer registration or farm identification.

Drakes Supermarkets has a long-standing history of supporting local manufacturers, suppliers, and communities, with profits staying within Australia. As a family-owned business, Drakes remains dedicated to offering exceptional service and giving back to the people and regions it serves.

About Drakes

In 1974 Roger Drake purchased his first supermarket, a three-laned store named Jack & Jill's Foodland which employed only four staff.

Today, Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating 68 stores across South Australia and Queensland, the company now has an annual turnover well in excess of $1 billion and employs over 6,000 staff nationally.

The company's strength lies in operating on the principles of a family business and supporting local manufacturers and suppliers. Drakes Supermarkets has kept its focus on the important aspects of the business. THE CUSTOMER. This is the company's competitive edge, along with its family values and Australian heritage.

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