



SHINY RED APPLE AWARD CRITERIA

2026







INTRODUCTION

Recognising producers and buyers as the main clients of markets and market agencies, IMASA wants to give recognition to those who make Customer Relations and communication a priority in their companies / businesses.

Given the highly competitive nature of fresh produce marketing, it is generally accepted that better Customer Relations and Communications are two key elements to building sustainable markets / businesses.



The Institute of Market Agents of S A (IMASA) has decided to make an annual award to a business / market / market agency / individual who has made a significant contribution to customer service and communications within the fresh produce markets sector.

MODUS OPERANDI

-  To be awarded annually at the IMASA AGM
-  First award was made on 19 September 2013 at the IMASA Gala Dinner held at the Cape Royale Hotel in Cape Town
-  It is a Floating Trophy to be handed over to a new recipient each year.
-  An attractive Certificate will accompany the award and will be kept by the recipient.
-  Nomination Forms will be circulated to all IMASA Branches at least two months before the AGM
-  The IMASA Executive Committee will judge the entries and make the final decision.
-  The winner will be announced at the IMASA AGM Gala Dinner as well as in the IMASA newsletter and website and other appropriate media.

CRITERIA

To identify and give recognition to any business, market, market agency or individual operating in the fresh produce markets sector which has excelled on the following two fronts.....

-  **1 CUSTOMER SERVICE**
 - a) By giving real and meaningful recognition to the two most important customers on a market: producers and buyers.
 - b) Providing innovative and effective customer service solutions in relation to those producers or buyers.
 - c) Taken active steps to not only retain existing clients but to also attract new customers
-  **2 COMMUNICATION**
 - a) Practicing effective communications with all customers
 - b) Introducing new and innovative techniques to improve communications with clients

RECIPIENTS

	2013 / 14	Cape Town Market
	2014 / 15	Potatoes S A
	2015 / 16	DAFF
	2016 / 17	Freshmark Systems
	2017 / 18	Michael Cordes
	2018 / 19	Joburg Fresh Produce Market
	2019 / 20	No AGM Held due to COVID
	2020 / 21	Virtual AGM – no nomination
	2021 / 22	None
	2022 / 23	Tshwane Branch
	2023 / 24	Professor Lotz
	2024 / 25	Willie Jacobs – Potatoes SA