
Lemdell
always fresh

Contents

Who We Are Today 03

History of Lemdell 04

Faces of Lemdell 06

Our Products 10

Sustainability 14

Packing Facility 16

Growers 18

Achievements 20

Lemdell Brands 23



Who We Are Today

Proving the freshest, highest quality produce to our customers, sourced sustainably and delivered with care

Lemdell has evolved from Sydney's largest mushroom wholesaler into a diverse fresh produce supplier, now offering over 100 different lines. Our reach extends across NSW, QLD, ACT, and VIC, with international exports to Singapore and Malaysia and major expansion plans for other countries this year. We source produce from all over Australia and the world to bridge gaps in local growing seasons. As we grow, we are committed to a greener, more sustainable future, focusing on environmentally friendly packaging and electric transport solutions. With our own pre-packing facility, we offer a wide range of pre-packed produce and can handle special orders, providing customised solutions for our customers.

LEMDELL.COM.AU




KEEP ME COOL
MUSHROOMS
LIC. Nº 460
PHONE 764·4888
163



History of Lemdell

Lemdell's roots trace back to 1983, when Frank Capobianco took his passion for the produce industry to new heights. Frank began his journey in the Fresh Produce world a short 3 months after migrating from Italy to Australia

He began working in a fruit shop in 1963, and shortly after opened up his own local shop. In 1975, when Sydney Markets Flemington first opened its doors, Frank saw an opportunity and jumped right in. Driven by a desire to create something of his own, Frank started his own stall in the market, Lemdell.

Lemdell began with a focus on mushrooms, alongside pineapples, apples, oranges and other fruits. But it was the mushrooms that truly flourished, multiplying from just one grower to 28 in a mere 6-8 months. This rapid success made mushrooms the cornerstone of Lemdell's business.

They took this rapid growth and expanded their business, leveraging the momentum to broaden their offerings and solidify their presence in the market. The success of their mushroom venture became the foundation on which they built a thriving enterprise, always guided by their deep passion for the produce industry.

In 2022, after nearly four decades of dedication and hard work, the business was passed on to Anthony, marking a new chapter in Lemdell's story. From humble beginnings to becoming a trusted name in the markets, Lemdell has always been about more than just produce—it's about family, passion, and the relentless pursuit of quality.

Faces of Lemdell
























flavorite
flavorite


Lemdell
NS09046




Lemdell


Lemdell


Lemdell



Our Team


METO
METO
Lemdell

Our Products

At Lemdell, we offer a comprehensive range of fresh produce year-round. From seasonal favorites to staple items, our commitment to quality means you can rely on a consistent supply of premium produce no matter the time of year.



ASPARAGUS

GREEN, WHITE & PURPLE.



MUSHROOMS

BUTTON, CUP, FIELD, SWISS BROWN, KING BROWN, PORTOBELLO, BLACK FUNGI, WHITE FUNGI, ENOKI, GOURMET MIX, OYSTER, SHIMEJI & SHITAKE.



BERRIES

BLACKBERRY, STRAWBERRY, RASPBERRY & BLUEBERRY.

“LEMDELL WILL CONTINUE TO DELIVER ON OUR **ALWAYS FRESH** PHILOSOPHY.”



TOMATOES

CHERRY, DOLCE BELLA GRAPE, GRAPE, ORANGE, BLACK, MEDLEY, OX HEART, ROMA, ROUND, SAMPARI, SWEET DELIGHTS, TINY TOMS, TRUSS, YELLOW & CHERRY TRUSS.



CHILLIES

BULLET, HABANERO, JALAPENO, LONG GREEN, LONG RED, PADRON, THAI GREEN & THAI RED.



BEANS

BORLOTTI, BUTTER, FLAT, HAND PICKED, MACHINE PICKED & BABY BEANS.



SALADS

BABY SPINACH, COS LETTUCE, SALAD MIX, WILD ROCKET, BABY KALE, SNOW PEA TENDRILS, RADICCHIO, FRISSE & SORREL.



WITLOF

RED WITLOF & WHITE WITLOF.



PEAS

SNOW PEA, SUGAR SNAP & GARDEN PEAS.



SHALLOTS

SHALLOT GOLD, BANANA & SHALLOT RED.



CORN

CORN & BABY CORN.



CAPSICUMS

RED, GREEN, YELLOW, ORANGE, BULLHORN RED, BULLHORN GREEN, BULLHORN YELLOW, SWEET CUTIES & TRAFFIC LIGHTS.



CUCUMBERS

CONTINENTAL, LEBANESE & BABY.



BESPOKE

BABY BROCCOLI, BRUSSEL SPROUT, CHOKO, DATES, MINI EGGPLANT, DUTCH CARROTS, EGGPLANT, GARLIC, GINGER, JERUSALEM ARTICHOKE, LEEK, SQUASH, TUMERIC &ZUCCHINI.

Sustainability

At Lemdell, sustainability is at the heart of our operations, especially within our pre-packing facility. We are actively exploring new machinery to enhance our environmentally sustainable practices. Our primary focus is on sustainable packaging, constantly engaging with packaging companies to trial innovative products as they enter the market. Additionally, we are in discussions with Toyota to introduce electric forklifts into our operations, further reducing our carbon footprint. Our close relationships with growers allow us to collaborate on key decisions, from packaging and growing machinery to water recycling and sustainable growing practices.





Freshness Guaranteed

At Lemdell, we pride ourselves on delivering the freshest produce to our customers. Our growers pick the produce and have it freighted to us overnight, ensuring it's available to our customers within hours of being harvested. With the exception of hard lines like shallots and garlic, most produce moves in and out of the markets the same day, maintaining peak freshness. Every delivery undergoes a thorough inspection to guarantee quality. Our commitment to the cold chain, from stand and warehouse refrigeration to refrigerated transport, ensures that freshness is maintained from the farm to the customer.



SQF

HARPS
HARMONISED AUSTRALIAN RETAILER PRODUCE SCHEME



























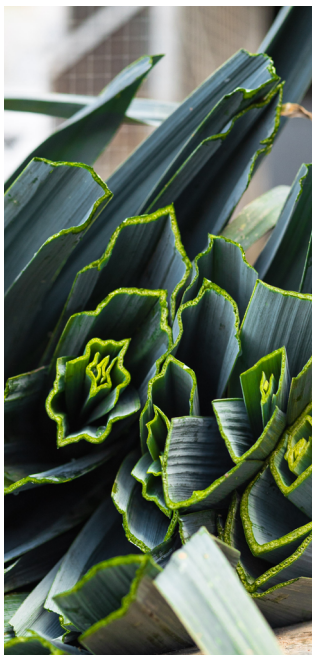



Packing Facility

Our purpose-built, fully certified packing facility in Leppington allows us to meet customer needs efficiently, providing both regular and special orders within 24 hours.

Additionally, we have a smaller certified packing facility within the markets, offering flexibility to quickly top-up our range or handle last-minute special orders directly from the market. With refrigerated packrooms, we maintain high-quality standards, ensuring that all produce is delivered fresh to our customers.







Collaboration with Foodlab Sydney

We're deeply grateful for the opportunity to support FoodLab's communal garden project. This initiative holds a special place in our hearts, as it plays a crucial role in empowering entrepreneurs who face significant barriers to entering and thriving in the food industry. Their stories, echoing Frank's own journey as a migrant, are incredibly inspiring.

We eagerly anticipate continuing our support and witnessing these entrepreneurs achieve their dreams. FoodLab's tagline, "supporting FoodLab means supporting gender, ethnic, and racial diversity within our local food system," perfectly aligns with a mission we are proud to be part of.

WE PROUDLY SUPPLY, IMPORT & SOURCE ALL YEAR ROUND

CHINA
SNOW & SUGAR SNAP PEAS

GREECE
OLIVE OIL

CALIFORNIA, USA
DATES

THAILAND
BABY CORN

ITALY
KIWI FRUIT

MEXICO
ASPARAGUS



Our Growers





We won Sydney Markets Wholesaler of the Year in Both 2023 & 2024

It takes a dedicated team to be the leaders in the industry. We're passionate about delivering quality produce straight from the farm to Lemdell. Our hardworking crew are always at Sydney Markets early, ensuring every display is perfect and every customer leaves with the best.

The Fresh Awards by Sydney Markets are one of the industry's most esteemed accolades, celebrating excellence in growing, retailing, wholesaling, and content creation within the NSW and ACT fresh produce sector.

In 2023, we proudly won the award for Wholesaler of the Year, marking a significant milestone in our journey as this was our first win. Chris Bath returned to the stage to honor 22 outstanding winners from a competitive pool of 89 finalists.

This recognition highlights Lemdell's commitment to best practices and innovation, distinguishing them as leaders in the fresh produce industry. Congratulations to Lemdell for their exceptional achievement!














fresh
AWARDS


SYDNEY











Lemdell


Lemdell


















Lemdell


Lemdell
always fresh

Lempack
packed fresh

Australian
MushroomCo.

THG
EXPORT
THE HUMBLE GROCER PTY LTD


Lemdell
always fresh