

# market *fresh* news

**TICKETS ON SALE**  
VicFresh 2012  
Saturday, 18 Feb 2012  
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[www.melbournemarkets.com.au](http://www.melbournemarkets.com.au)

SUMMER 12

**Market Golf Day**  
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**Christmas BBQ**  
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**Christmas Trading Hours - See Page 5**

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## Christmas Message from the...

# CHAIRMAN

As I move around our Melbourne Wholesale Market observing and communicating with market users, I am very proud that the MMA is creating an environment where, Wholesalers, Growers and Retailers can conduct their different businesses in an efficient and profitable manner.

I am also proud that as the politics, innuendoes and rumours have continued to play out around us, market users in their typical down to earth way continue to keep their heads down and make the best of their ability to run a profitable business, in an economic climate that has not been easy.

I applaud all of you, as we all have more important matters to attend to than being involved in issues that lead to friction and too much energy being wasted on unproductive heat.

It has always intrigued me that although at times different sections of market users disagree with one another or the MMA, the disagreements are always overcome by the business relationships and friendships that exist between Wholesalers, Growers, Retailers and the MMA. These relationships have stood the test of time and will never alter. We are all a link in the chain that brings consistent and quality products to the consumer.

During the year the State Government clearly defined that the market will be moving to Epping during the years 2014/15. Most of us have taken the opportunity to visit Epping to see the progress that is being made with the buildings and the layout of the surrounding area. All so critical to the market operating in an efficient manner.

Since the clock cannot be put back, the way forward is clearly a move to Epping. We are continually being told that there are other options available for our tenants to consider. I have been hearing

about these options for a number of years but have never seen a true business case put forward that would encourage serious consideration.

The State Government is the only friend of the industry that has put their money where their mouth is for all to see at Epping. I am hopeful that early in the New Year final negotiations will seriously commence on all the critical aspects you need to know so you can develop your business model to accommodate the move.

The way forward will include change but bring new flexibility and opportunity, which will include far-sighted willingness to consider new ideas, new methods and potential cost saving business models.

As we come to Christmas 2011 it can be a time for reassessing the things we hold as important and review our goals for the future. I can assure you the MMA will enter the New Year with a resolve to play their part in the move to Epping, so you can seize the opportunities that will become available, as we all work to safeguard the position and prosperity of all market users.

I wish you all a Happy Christmas and a progressive and prosperous New Year!

Please make it a happy and joyous family occasion.



Neil Lowe, Chairman





## Christmas Message from the...

# CEO

As 2011 draws to a close, I really want to thank the market community for making the past 12 months an interesting and enjoyable experience. The market is a city within a city, a proliferation of people from diverse nationalities and backgrounds and over the past year I've come to feel a great deal of respect for the hard work and achievements of the market community.

The past year has been challenging for all on two major fronts, the economics of supply and demand and the progress of the relocation project. The changing weather pattern has resulted in an increased supply of fruit and vegetables and the market has continued over the past year to provide premium quality produce that benefits the Victorian community's health and economic welfare.

Relocation has continued to be a major consideration throughout the past year, the site has taken huge steps with regards to construction progress and the main wholesaling building is moving rapidly towards completion. The steel structure for the trading floor has commenced and it is anticipated that it will be finished early in the New Year. An asphaltting plant is currently being assembled onsite and should be fully operational by March 2012. The construction phase at this stage is on track for completion in 2013 with warehousing construction taking the project through to 2014.

A large number of site visits have already taken place and in the New Year further opportunity will be provided as new areas of the market reach the construction milestones.

It is anticipated that the new advisory committees will be fully operational early in the New Year considering the issues relating to Epping and Footscray. A large number of nominations have been received and the process of confirming committee members is underway. There will be many challenges for the committee in the future, but I am confident they will deliver positive outcomes for the market as a whole.

It is with great sadness to announce that Yogi Pillay will be leaving the MMA. Yogi has given over 15 years of service to the MMA and over this time she has helped to shape the current and future market operations. The decision to resign has been extremely hard for Yogi as she has been part of the market fabric for many years and during this time has made long lasting friendships within the market community. A person of Yogi's integrity, passion and commitment must be commended and acknowledged by all.

On behalf of the MMA Board and team members, I would like to wish all of you and your families a very safe and happy Christmas and New Year. May Santa be good to you!

Allan Crosthwaite, CEO

# Farewell from Yogi Pillay

Legal Counsel, MMA

It has been a difficult decision to resign as the Legal Counsel of the Melbourne Market after 15½ years, but life changes and so do priorities.

I have enjoyed my time and role at the Melbourne Markets and although it has been frustrating at times, it has been largely challenging and satisfying. The role has given me the privilege of meeting a diverse range of fascinating and interesting people and from this I have formed lasting relationships.

The Melbourne Market is a unique and very special place and one that I will always hold fond memories of.

I hope that you and your family have a safe and enjoyable Christmas and best wishes for 2012. Thank you for making me part of your lives for the past 15½ years.



Yogi Pillay, Legal Counsel

## Christmas and New Year Trading

Fruit & Vegetable Market		Flower Market	
Monday, 19 Dec 11	Trading begins 3.30am	Monday, 19 Dec 11	OPEN - normal trading hours
Tuesday, 20 Dec 11	Trading begins 3.30am	Tuesday, 20 Dec 11	OPEN - normal trading hours
Wednesday, 21 Dec 11	Trading begins 3.30am	Wednesday, 21 Dec 11	OPEN - normal trading hours
Thursday, 22 Dec 11	Trading begins 3.30am	Thursday, 22 Dec 11	OPEN - normal trading hours
Friday, 23 Dec 11	Trading begins 3.30am	Friday, 23 Dec 11	OPEN - normal trading hours
Saturday, 24 Dec 11	CLOSED	Saturday, 24 Dec 11	OPEN - normal trading hours
Sunday, 25 Dec 11	CLOSED	Sunday, 25 Dec 11	CLOSED
Monday, 26 Dec 11	CLOSED (public holiday)	Monday, 26 Dec 11	CLOSED (public holiday)
Tuesday, 27 Dec 11	CLOSED (public holiday)	Tuesday, 27 Dec 11	CLOSED (public holiday)
Wednesday, 28 Dec 11	Trading begins 3.30am	Wednesday, 28 Dec 11	OPEN - normal trading hours
Thursday, 29 Dec 11	Trading begins 3.30am	Thursday, 29 Dec 11	OPEN - normal trading hours
Friday, 30 Dec 11	Trading begins 3.30am	Friday, 30 Dec 11	OPEN - normal trading hours
Saturday, 31 Dec 11	CLOSED	Saturday, 31 Dec 11	OPEN - normal trading hours
Sunday, 1 Jan 12	CLOSED	Sunday, 1 Jan 12	CLOSED
Monday, 2 Jan 12	CLOSED (public holiday)	Monday, 2 Jan 12	CLOSED (public holiday)

**Note:** On weekends and public holidays, **fruit and vegetable retailers** will be permitted to enter the market to pick up pre-ordered produce. Wholesale stores and stands will not be open for trading on those days.

**Note:** Normal trading hours are 4.30am - 7.30am on Monday, Tuesday, Wednesday & Friday; 4.00am - 7.30am on Thursday; and 5.00am - 7.30am on Saturday.

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vicfresh 2012

Welcome to a

# Starry Night

Add a little sparkle to your night and join us at **VicFresh 2012**.

With sensational food, drink and entertainment, it is the perfect reason to have a fun night out with your friends, family and colleagues.

**When:** Saturday, 18 February 2012

**Time:** 6.30pm - 12 midnight

**Where:** Crown Palladium Room  
Crown Entertainment Complex  
Whiteman St, Southbank

**Cost:** \$140 per person (incl. GST)

Presenting

## Tim Campbell

MC and Singer

*featuring*

the Tim Campbell Band

Well known for his acting roles in Home & Away, Police Rescue and McLeods Daughters, Tim Campbell will entertain you with his easy knock-about warmth and infectious style.



TICKETS  
ON SALE

MONDAY  
12 DECEMBER



Be enTRANCED and amazed by a world renowned hypnotist who can let you be whoever or whatever you want!

VICFRESH 2012 proudly sponsored by Melbourne Markets Business Partners and Event Sponsors





## 40 Year Service Awards

Have you worked continuously at the Melbourne Markets for 40 years or more?

If so, you could be eligible to receive a 40 Year Service Award which recognises service to the fruit, vegetable and flower industry with special recognition and special privileges through the award of a "Golden Market Pass". This means that a market user will receive free entry for life to the Melbourne Markets, a Certificate and a Golden Melbourne Markets Badge to signify his/her status.

This Award is open to all market users working in the industry, and it does not matter if a market user has changed employers along the way, just as long as there is 40 year continuous service.

If you would like to nominate yourself or someone else please pick up a form from the Customer Centre and fax to Nancy on 9687 7714. If you have any queries please contact Nancy on 9258 6108.

Awards will be presented at VicFresh 2012.

## What should you do if you require maintenance and repair works to be done by the Authority?



Should you require the MMA to undertake repair and maintenance works to your tenancy, you need to:-

1. Obtain a maintenance request form from the Site Services Department, Market Officer, Customer Centre or the Authority's Administration Office.
2. Complete the form, and either:
  - fax to the Site Services Department on **Fax No. 9687 4001**; or
  - hand the form to a Market Officer; or
  - deliver the form to the Site Services Department, which is located at Warehouse O; or
  - lodge the form using the Authority's website or directly by email to: [workrequests@melbournemarkets.com.au](mailto:workrequests@melbournemarkets.com.au)

**IMPORTANT:** With the exception of emergency requests, this form must be completed at all times, and phone requests will not be accepted.

### Emergency repairs and maintenance:

In the event of the following emergencies, a tenant should immediately contact the Site Services Department on **92586149 (B/H)**, or Gate 1 Officer on **9258 6124 (A/H)**:-

- power failure
- burst water pipes
- unsafe structures

### For further information please contact:

MELBOURNE MARKET AUTHORITY  
Box 1, 542 Footscray Road,  
West Melbourne  
Victoria 3003 Australia

T: +61 3 9258 6149 (Site Services Dept)

F: +61 3 9687 4001

Email: [workrequests@melbournemarkets.com.au](mailto:workrequests@melbournemarkets.com.au)

Web: [www.melbournemarkets.com.au](http://www.melbournemarkets.com.au)

1st

2nd

market golf-day



Toyota Material Handling



Toll Tasmania Refrigeration



Returning to the Sanctuary Lakes Golf Course, the gusty conditions proved a challenge for competitors but it didn't stop the Market traders from enjoying the camaraderie, competitiveness and sportmanship that make up the Melbourne Markets Golf Day.



Chip Off Competition  
Roy Apostolopoul



Longest Drive  
Troy Legudj





3rd



CMI Hino



Best to the Pin  
Mick Sgro



Nearest to the Pin  
Michael Thompson



Many thanks to Michael Dennehy of All Produce Traders who generously donated his time to support the Challenge Foundation Supporting Kids with Cancer in raising over \$20,000 from the Market Community.

Participants who kindly sponsored golf holes on the day were:-

- All Produce Traders
- Avanti Fresh Produce
- BRP Wholesalers
- Barkers Melbourne
- C & S Ponte
- Costa Farms
- Dykes Bros.
- Flavorite Marketing
- Fresh State Ltd
- Granieri's Fresh Produce
- Lamanna Group
- Melbourne Market Authority
- Parkmore Vegetable Market
- Sunnyridge Strawberry Farm
- Toscano's of Kew
- Toyota Material Handling
- V Brancatisano & Sons (Fruit)
- Veli Velisha Fresh Produce



The *Who's Who* of the Market -

## Teisha Dower & Carolyn Creed 'the food demo ladies'



Carolyn and Teisha at Good Food Show 2011



Carolyn presenting at a school visit

**Do these ladies look familiar to you? Well they should, Teisha and Carolyn have been presenting, educating, talking about and handing out fresh produce at a variety of schools, greengrocers, promotions and events for the last 31 years!**

In 1980 Carolyn was first introduced to the Market when Jan Rackham, the Promotions Manager from the Committee of Direction (later renamed Queensland Fruit & Vegetable Growers - QFVG) was looking for someone to conduct fruit and vegetable promotions and cooking demos in shopping centres, greengrocers and events such as the Royal Melbourne Show.

Although she was busy teaching swimming Carolyn quickly tossed aside her bathers to pursue her passion for cooking and all things food and hasn't looked back.

In those days shopping centre promotions were only fairly new but it wasn't long before demand grew and another person was needed. Enter Teisha and the "food demo ladies" were born! Carolyn and Teisha were friends through their husbands and Teisha was at that time working in a gourmet food catering business in Hawthorn, perfect!

Whilst Carolyn was busy with promotions, Teisha (assisting Jan) were making weekly appearances on the Channel 10 morning show. They would set up a large stand of fruit and vegetables and present a

market report with best buys (also on 3AW) sourced from Premier Fruits' Joe Petrero, who at that time ran a fruit shop in Camberwell. They then moved to Channel 9 with Ernie & Denise's show and the Good Morning Melbourne Show. This was sponsored by QFVG and the MMA. They also had a regular segment on Ian Hewitson's cooking show, 'A Cook's Journey'.

Carolyn & Teisha also worked for a number of grower groups promoting celery, sprouts, bananas, mangoes and Mildura citrus, to name just a few. They were also kept busy by wholesalers, such as the Dykes Bros, showcasing strawberries and tomatoes.

In the late 80's Jan asked Carolyn to start a schools program to educate children on the benefits of eating fruit and vegetables and she basically formatted the original concept which saw her visiting schools two days a week. The program was originally funded by Queensland Avocado Growers and other grower groups were encouraged to become involved in this successful program. When QFVG came to a close in 2002, the MMA took over the program and



Teisha and Carolyn at the Werribee Harvest Picnic

**“ We were once mistakenly introduced as Dorothy & Joyce, hilarious ”**



Teisha distributing fruit at a school visit.

it was relaunched in 2003 as the MarketFresh Schools Program. Teisha now joined Carolyn and with increased support from the MMA and the produce industry, the program has steadily built over the years to a full-time operation, visiting schools 5 days a week with more than 32,000 children from both metropolitan and regional Victoria receiving the program in the last financial year.

When they are not running around Victoria visiting schools or presenting produce at various events you will find them at home, testing new recipes, having dinner parties and spending time with family and friends.

Teisha who is of Russian and Danish extraction, originally came from Shepparton, her father being the local chemist. She is married to Wally and they have two children, Sarsha and Tyson, who work in the airline and IT industries.

Carolyn is a 4th generation Aussie of English/Irish/Scottish descent. She and Graeme have three daughters, Tracey, Nikki and Tarsh, all mad keen tennis players. She also has 5 grandchildren who she adores.

Whilst Teisha loves to travel and “shop, shop, shop” Carolyn is more likely to be found at the beach or reeling in a catch from the back of their boat.

Both their families have been involved in the business over the years. Teisha’s sister, Zandra (now retired) and Carolyn’s daughter Tarsh who still work at events such as the Good Food Show, prepping the produce and assisting in the kitchen.

Despite working together for the last 30 years, the ladies are still firm friends and have never really argued much. Loving what they do is a big help and they have always enjoyed the camaraderie and interaction with the market traders. “Growers are the nicest people to spend time and work with” says Carolyn, and

both her and Teisha have over the years visited a number of farms in Queensland and Victoria. They have had a few interesting moments on their travels, in particular visiting Queensland capsicum growers who put on a special lunch for them with capsicum in every dish, including strudel and ice cream!

They also have many fun moments with the school children they visit and find it immensely rewarding when they receive feedback from parents that their children now eat a range of fruit and vegetables that they didn’t before. “We always tell the story of one child who thought mushrooms tasted like chicken, and at the end of the session at least 15 children say the same thing, amazing what the power of suggestion can achieve.”

The ladies have gathered a few nicknames over the years, the Fruit Bats, the Glitter Sisters and were once even mistakenly introduced as Dorothy & Joyce!

Whatever their title, it is their unique brand of fun and good humour, coupled with their passion and knowledge of fresh produce, that has made Teisha and Carolyn popular to both school students and the public alike. They are a tried and tested formula and we look forward to seeing them for many years to come.



## September 2011

### Mecca Brothers Fruit City, Clifton Hill

This business has won multiple awards as Retailer of the Month since around the mid nineties, and was Retailer of the Year in 1998. Brothers Joe (left) and Tony Mecca have had a major renovation along the way. In addition, Tony has been president of the retailers' association, Greengrocers Victoria, and active on many other industry committees. That, however, has had no connection with the awards, which are made as a result of secret visits by "Mystery Shoppers," who assess businesses on a range of criteria. They include customer service, product knowledge and quality, shop appearance, merchandising and branding, and value added produce. The compact shop is well lit, making maximum use of display shelves, stocked from daily wholesale market visits. It has attracted an increasing clientele of regulars.





## November 2011

### Senserrick Fruit & Flowers, Keilor

With the Calder Highway now by-passing Keilor on its way to Bendigo, the result is a picturesque shopping centre with a delightful village feel on the Old Calder Highway. Back around nine years ago, Patrick and Sara Senserrick, trading as Senserrick Village Fruit & Veg, first won a Retailer of the Month award. They later moved the business around the corner into a former florist business, and renamed their business Senserrick Fruit & Flowers. Now they have a full-time florist on staff, which means the flower side can offer a full flower service, including weddings and funerals. That paid off with another retailer award in June 2008. This year's award has rewarded the business for continued quality and supply and customer service. To maintain that, Patrick visits the Melbourne Markets daily and when appropriate, buys direct from local Keilor growers. Naturally, it's a very personal business with many long term customers.

## October 2011

### Gisborne Village Fresh, Gisborne

Brothers Joe (left) and Domenic Aloï have been operating this expansive shop for around five years, and a couple of years ago expanded it further with the addition of a continental deli department with its own refrigeration counters and staff, a first for the area. That's after around 17 years of retail experience at the Watsonia Fruit Market. That experience is paying off, despite competition from three supermarkets and another independent in a regional centre of only around 6,000 people. The difference is that the vibrant shopping at Gisborne also attracts people from surrounding centres north of Melbourne. Joe Aloï's daily Melbourne Market visits ensure top freshness and value, which has resulted in an ever-increasing list of regular customers. The business actively promotes fruit and vegetables, the continental deli, and flowers.

# IS YOUR PRODUCE SAFE?

Suggestions to consider to help you protect your produce.



1. Arrange with the wholesaler/grower for produce to be delivered when you or your employee are at your parking bay to take delivery of the produce.
2. Arrange with wholesaler/grower for your produce to be clearly labelled and identified.
3. Load and secure pre-ordered produce immediately when you arrive in the Market.
4. Work with your neighbours to watch your produce if left unattended.
5. Investigate the option of electronic surveillance for your vehicle.

## Be Vigilant

Report anything unusual to a MMA Market Officer or call the MMA Hotline 9258 6199 to report any suspicious behaviour.

### Parking in Eastern Unreserved Open Carpark

Please note that due to OH&S issues and traffic congestion on Market land, all sedan vehicles are to park on the eastern side of the light pole in the eastern unreserved open carpark **before 7.00am.**

The area that is authorised for sedan vehicle parking before 7.00am will be between the light pole in the middle of the unreserved eastern open carpark towards Warehouse K (Moraitis Wholesale).

### Visitor Requests

Please be reminded that all market users who request permission for a non-access card person to visit the Market, must do so in writing (fax, email or letter) by no later than 1pm two working days prior to the visit. The visitor must also be accompanied at all times by an authorised current access card holder whilst on Market land.

For all enquiries please contact Rosemary on 9258 6122 (Monday to Friday, 7.00am - 1.00pm).



## Guess who's the number one forklift choice in the Australian markets?

It really is no surprise that Toyota Material Handling sells more forklifts than any other company in the Australian Fresh Fruit and Vegetable Markets. With Australia's biggest range of forklifts and the commitment to customer service and after-sales

support you'd expect from the market leader\*, we guarantee to deliver the best quality material handling solutions all year round, no matter what the season. So give us a call and get a fresh forklift deal today.



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Join us at the



# Market Charity Christmas BBQ



Thursday, 15 December 2011  
5.00 - 8.00am

Growers Stands 349-351

BBQ pack will consist of mixed grill and vegetables @ \$10 ea.



All proceeds will be donated to the Reach Foundation, founded by Jim Stynes.